

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 03– • EXAMINATION – SUMMER 2021

Subject Code: 4539294**Date: 17/08/2021****Subject Name: Tourism and Hospitality Management****Time: 02:30 PM – 05:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** Each question carries 02 marks **14**
 (a) What is the meaning of ‘Hotel Cost Centers’?
 (b) Define ‘Agency’.
 (c) What is ‘UNWTO’?
 (d) What do you mean by ‘Hospitality’?
 (e) Define ‘Hotel Revenue Centers’.
 (f) What is ‘IATO’?
 (g) Explain in brief the ‘Tourism Industry’.
- Q.2** (a) Define Tourist Products. Discuss the features and elements of Tourist Products. **07**
 (b) Define Hotels. What are the basic criteria for classifying Hotels? Explain. **07**
OR
 (b) Write short note on India as a Tourist Place. **07**
- Q.3** (a) What do you understand by Tourism? Explain the different phases of Tourism. **07**
 (b) Discuss the growth and origin of Hospitality in detail. **07**
OR
- Q.3** (a) Define Travel Agency. What are the differences between Travel Agency and Tour Operator? Explain. **07**
 (b) Why do people Travel? Mention any five Tourist Destination. **07**
- Q.4** (a) What are the various departments of a Hotel? Explain. **07**
 (b) Write short note on Event Management. **07**
OR
- Q.4** (a) Explain the role and types of Travel Agencies. **07**
 (b) Write short note on Global Code of Ethics for Tourism. **07**
- Q.5** (a) Discuss the Organizational Structure and Management of various types of Hotels. **07**
 (b) Write short note on Event Marketing and Sponsorships. **07**
OR
- Q.5** (a) List the minimum requirements for a Hotel to be eligible for star classification. **07**
 (b) Write short note on Product Life Cycle. **07**
