B. A. DEGREE (C.B.C.S.S) EXAMINATION, OCTOBER 2018
(2016 Admission Regular & 2015 Admission Supplementary)
SEMESTER V - OPEN COURSE (FRENCH)
FR5D01B - TOURISM AND HOSPITALITY MANAGEMENT

Time : 3 Hours   Maximum Marks : 80

Part A

I. Answer all questions. Each question carries 1 marks   (6x1=6)

1. What is a Hotel Chain?
2. Define Tourism?
3. What is hotel rating?
4. What is division in a hotel?
5. What is Travel Search Engine?
6. what are Boutique Hotels?

Part B

II. Answer any Seven questions. Each question carries 2 marks   (7x2=14)

7. Differentiate between International Tourism and Domestic Tourism?
8. Explain the concept of Pleasure Travel?
9. Differentiate Quantitative and Qualitative tourism?
10. What are motels?
11. Who is the head of kitchen and what is he responsible for?
12. Which are the minor revenue departments?
13. What is the difference between full board and half board?
14. why e- tickets are very popular?
15. What is web marketing?
16. What is the difference between Motels & Matels

Part C

III. Answer any Five questions. Each question carries 6 marks   (5x6=30)

17. Write briefly the major functions of a Travel Agency?
18. Explain the main components of tourism?
19. Explain the types of catering service facilities?
20. Why human resource department is considered to be a key department to any hotel operation?
21. Write short note on a) World Span b) SMART c) Sabre ?
22. Define Marketing? Write the major P's of Tourism marketing?
23. Explain briefly the new initiatives in tourism.
24. Who is a Customer. Which are th e types of Customers.

Part D

IV. Answer any Two questions. Each question carries 15 marks   (2x15=30)

25. Explain the historical perspective and development of Tourism?
26. "Doing business on the internet is different form doing it in the market" Comment on it?
27. Briefly explain the future Guest.
28. What is Web Marketing? Explain the advantages and elements of web marketing?