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Register Number:

Name of the Candidate:

B.B.A. DEGREE EXAMINATION December 2014
(AVIATION, TOURISM & HOSPITALITY MANAGEMENT)

(THIRD YEAR)

(PART-III)

310: INTRODUCTION TO HOSPITALITY

Time: Three hours

Maximum: 100 marks

SECTION-A

Answer ALL questions

(10 × 2 = 20)

1. Define the following:
 - a) Hospitality management
 - b) Guest
 - c) Motel
 - d) B & B hotels
 - e) Stewarding
 - f) PBX
 - g) POS
 - h) Guest folio
 - i) Airport hotel
 - j) Star Hotel

SECTION-B

Answer any FOUR questions

(4 × 10 = 40)

2. Write a note on problems and prospects of hotel industry in India.
3. Give the functions of front office in a hotel.

4. What is hospitality management? Write a descriptive note on its origin and growth.
5. Write down and describe the components of tourism.
6. Write a note on event management.
7. Discuss the importance of training in hospitality sector.

SECTION-C

Answer any TWO questions

(2 × 20 = 40)

8. Describe the classification of hotels based on ownership.
9. Discuss the impact of tourism on socio-cultural, economic and environmental scenario.
10. Write a brief note on targeting and positioning of hospitality industry.
11. Explain the organisation structure of a large hotel.
