

(Following Paper ID and Roll No. to be filled in your
Answer Books)

Paper ID : 270423

Roll No.

M.B.A.

Theory Examination (Semester-IV) 2015-16

HOSPITALITY & TOURISM MANAGEMENT

Time : 3 Hours

Max. Marks : 100

Section-A

1. Answer the following questions in not more than 30 words each. (2×10=20)

- a) What is outbound tourism?
- b) Who is an excursionist?
- c) With an example explain core product in tourism?
- d) What is a National Park in India? Name any two
- e) What is IATA?
- f) Who is a Tour Operator?
- g) Briefly describe any one administrative department in a hotel?

(1)

P.T.O.

- h) What is Star Rating for hotels?
- i) How do you understand a Hotel Cost Centre?
- j) Give a brief description of the activities of Front Office in a hotel?

Section-B

2. Answer any five questions from this section. (10×5=50)

- a) Describe special interest tourism with the help of a example.
- b) Take atleast two processes/activities in tourism that get facilitated by e- commerce?
- c) What strategies can be adopted by a tourism marketer in the decline stage of the tourism destination having been used as a successful product?
- d) Explain Id-ul-Fitr. What has been the historical background behind celebration of this festival?
- e) What care should be taken in handing the clients?
- f) Taking an example show how would you organize your Travel Agency?

(2)

- g) What Hotel classifications exist in India? Give one example for each
- h) Describe the general etiquettes in customer care?

Section-C

3. Read the following case and answer the questions given at the end.

"Nature" happened to be a thirty-nine room eco-boutique resort in the lush green valleys of Andaman Islands that came into existence after some five years of developmental efforts in 2010. Chandamal Hirvani was quite excited to see his dream about a health rejuvenation resort come true. The resort had been expecting a huge traffic especially in the season time as a website was constructed to communicate with the travellers at large. However, it was quite amazing to the management that even the expected number of customer clicks were never had, leave aside the customers. Some who did arrive left within no time as they were surprised to learn about the purpose for which the resort was set up. Customers, who mostly turned up simply wished to have rooms, make excursions, and go. Saddened by its initial failings, the management then thought of trying to build up a social media based fan following page but that also did not come to be of any rescue. Next was a public relations drive that was unsuc-

cessfully attempted once. Anyhow, it was almost after a lull of six months that a group of five searching customers, who somehow came to know about this resort, made way into it at about eight in the evening. But as they could not find even a single local travel agency acquainted with this resort, they were quite apprehensive. However, a formal warm welcome at the hands of the reception desk made them feel comfortable a bit. The next morning, they woke up to a surprise to find that two cabs were waiting to take them for a sightseeing, which they never intended. Wishing to air their disappointment, they called up the reception only to find that there was a staff who kept on persuading them to forget about the rejuvenation sessions and instead go for sightseeing. Willy-nilly they agreed to abide but got delayed due to the delay in having the ordered breakfast in the restaurant that was served by a disgruntled employee who had not seen a customer since past six months.

Questions:

(10×3=30)

- i) What flaws do you observe in the segmentation and positioning done by the resort?
- ii) Offer your suggestions to correct the communication and distribution plan of "Nature".
- iii) Appraise the internal marketing scene of the resort.

(4)