



K20U 3288

Reg. No. :

Name :

I Semester B.T.T.M./B.B.A. (TTM) Degree CBCSS (OBE) Reg.Sup./Imp.
Examination, November 2020
(2019 Admn. Onwards)
Core Course

1B01 BBA(TTM)/TTM : BUSINESS OF TOURISM AND HOSPITALITY

Time : 3 Hours

Max. Marks : 40

PART- A

(6 'Short answer questions' to be answered in **one** or **two** sentences, which carry 1 mark each, with total marks of 6.)

1. What is meant by an excursionist ?
2. Define recreation.
3. What do you understand from the word domestic tourism ?
4. What is Motels ?
5. Name the destinations of first organised trip in the history conducted by Thomas Cook in 1841.
6. Define Tourism.

(6x1=6)

PART - B

(6 of the 8 questions to be answered in **one** or **two** paragraphs, which carry 2 marks each, with total marks of 12.)

7. How seasonality will effect tourism ?
8. Write a short note on capsule hotels.
9. How do you differentiate national and internal tourism ?

P.T.O.

K20U 3288



10. Write a note on residential hotels.
11. Differentiate inbound and outbound tourism.
12. Why the front office department is known as the 'image builder of a hotel' ?
13. Differentiate small, medium and large hotels.
14. What do you mean by package tour ? (6x2=12)

PART - C

(4 of the 6 'Short essay questions' to be answered in 150 to 200 words, which carry 3 marks each, with total marks of 12.)

15. Write a note on grand tour.
16. What do you think the features of hotel operation under management contract ?
17. Write a short essay on Manila declaration.
18. Explain various meal plans used in hotels.
19. Write a brief note on environmental impacts of tourism.
20. Explain the elements of a tourist destination. (4x3=12)

PART - D

(2 of the 4 'Essay questions' to be answered in 600 to 800 words, which carry 5 marks each, with total marks of 10.)

21. Explain the components of tourism in detail.
22. Describe the classification of hotel according to size and location.
23. Explain the classification of tourism resources in detail.
24. Write an essay on recent trends in Indian tourism. (2x5=10)