



K22U 3386

Reg. No. :

Name :

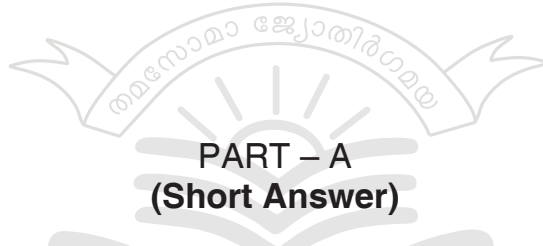
**I Semester B.T.T.M./B.B.A. (T.T.M.) Degree (CBCSS – OBE – Regular/
Supplementary/Improvement) Examination, November 2022
(2019 Admission Onwards)**

Core Course

1B01TTM/BBA (TTM) : BUSINESS OF TOURISM AND HOSPITALITY

Time : 3 Hours

Max. Marks : 40



**PART – A
(Short Answer)**

Answer **all** questions. **Each** question carries **1** mark.

1. Who is a visitor ?
2. Explain TAAI.
3. Differentiate between a tourist and traveler.
4. Define hospitality.
5. Define hotel.
6. What is a package tour ?

(6×1=6)



**PART – B
(Short Essay)**

Answer **any six** questions. **Each** question carries **2** marks.

7. What do you mean by suite room ?
8. What do you mean by itinerary ?
9. What are the travel documents ?
10. What do you mean by inseparability in tourism ?

P.T.O.



11. What are the different types of menus ?
12. What are the highlights of Manila Declaration ?
13. Mention the job description of Front Office Manager.
14. Write a short note on check in process.

(6×2=12)

**PART – C
(Essay)**

Answer **any four** questions. **Each** question carries **3** marks.

15. Explain night audit and its functions.
16. Explain the history of hospitality industry.
17. Write a note on components of tourism.
18. Explain the Leaper's model of tourism system.
19. What do you mean by amenities and attraction ?
20. Write a note on leisure and recreation.

(4×3=12)

**PART – D
(Long Essay)**

Answer **any two** questions. **Each** question carries **5** marks.

21. Elucidate the motivational factors of tourism.
22. List out the elements of tourism.
23. Briefly explain the characteristics of tourism.
24. Discuss the classification of hotels according to location and size.

(2×5=10)
