

**B.B.A. SEM – VI (2015 CBCS COURSE) : SUMMER - 2018**  
**SUBJECT: ELECTIVE – IV: 6) TOURISM MANAGEMENT - II**  
**(Hospitality Management)**

Day: **Friday**  
Date: **04/05/2018**

**S-2018-1640**

Time: **10.00 AM TO 01.00 PM**  
Max. Marks: 100

**N.B.:**

- 1) Attempt any **FOUR** questions from Section –I and any **TWO** questions from Section –II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer book.

**SECTION –I**

- Q.1** Discuss need and importance of training and development of staff in tourism industry. **(15)**
- Q.2** “India is a land of rich culture and many festivals”. Discuss in detail the various festivals of India. **(15)**
- Q.3** Explain in detail MICE. **(15)**
- Q.4** What is a Visa? Explain different types of Visas. **(15)**
- Q.5** Write short notes on **ANY THREE** of the following: **(15)**
- a) Palace on Wheels
  - b) Good public relations in tourism industry
  - c) HRD systems in tourism industry
  - d) Restricted areas

**SECTION-II**

- Q.6** As an expert of the tourism industry you are to address a group of hotel owners on the topic - How hotels can play an important role in the tourism industry. **(20)**
- Q.7** A five star hotel is seen a steady decline of inflow of customers in the past few months through other hotels are doing very well. The hotel has asked you to see into the matter and you decide to take a feedback of customer’s by market research. **(20)**  
Design a structured questionnaire so as to find out about quality of service offered by the hotel.
- Q.8** Prepare a promotion plan to promote the Pushkar Annual fair of Rajasthan. **(20)**

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