



Sanjay Ghodawat University, Kolhapur
Established as State Private University under Govt. of Maharashtra. Act
No XL, 2017

2017-18

Year and Program 2017-18 MBA	School of Commerce and Management	Department : Management
Course Code MMC514	Basics of Hospitality and Tourism Management	Semester –Even (II)
Day and Date: 5 June 2018 10:30 AM to 1:30 PM	End Semester Examination	Time: 3 hrs, Max Marks: 100

Instructions:

- 1) All Questions are compulsory.
- 2) Figures to the right indicate full marks

		Marks	COs
Q.1	Attempt the following.		
a)	Explain Destination Management Organization with a suitable example.	20	514.2
Q.2	Solve any Two		
a)	Describe the concept Hospitality Management and analyze the factors affecting hospitality industry.	10	514.1
b)	Highlight the future trends in hospitality management.	10	514.1
c)	Mention the employment opportunities in hospitality industry.	10	514.1
Q.3	Solve any Two		
a)	Identify the various forms of tourism and explain briefly.	10	514.2
b)	Differentiate tourist and traveller.	10	514.2
c)	Explain the relationship of hospitality with tourism.	10	514.2
Q.4	Solve any Two		
a)	What are the specific instructions to be followed by travel agents, tour operators and owners of guest houses/hotels?	10	514.3
b)	Point out the rights of passengers for domestic tourism.	10	514.3
c)	Explain the various rights of hotel guest.	10	514.3
Q.5	Solve any Two		
a)	Analyze the latest tourism trends.	10	514.4
b)	Describe the challenges faced by hotel and tourism industry.	10	514.4
c)	Mention the reasons of growing needs of hotel and tourism industry	10	514.4