

Sem 2

BBA - II



B055480

Reg. No.

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II Semester B.B.A.5. (NEP) Degree Examination, September/October - 2022
TOURISM AND HOSPITALITY MANAGEMENT (OEC)

Paper : 2.5
(Regular)

Time : 2 Hours.

Maximum Marks : 60

- Instructions to Candidates :**
1. Write question numbers correctly.
 2. Section - D is compulsory.

SECTION - A

Answer any 5 sub-questions from the following. Each question carries 2 marks. (5×2=10)

1. a. What is tourism?
b. Which are the different types of transport?
c. Who are tourists?
d. What is tour pricing?
e. What is tour costing?
f. Expand UNWTO and TAAI.
g. Mention any 4 classifications of hotel.

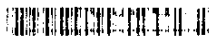
SECTION - B

Answer any 4 from the following. Each question carries 5 marks.

(4×5=20)

2. Explain the objectives of tourism.
3. Elaborate the steps in tour planning.
4. Which supply factors influences in tour pricing?
5. Which are the components of tourism infrastructure? Explain in brief.
6. Explain the nature of hospitality industry.
7. Which qualities are required to become a good manager in a hotel?

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SECTION - C

Answer any 2 from the following. Each question carries 12 marks.

(2×12=24)

8. Elaborate the factors affecting the tourism industry.
9. Explain in brief the classification of hotel.
10. Why people move towards tour? Explain the reasons.
11. Explain the pricing strategies in tourism marketing.

SECTION - D

Compulsory question.

(1×6=6)

12. Being a Manager in a Hotel, how do you fulfill the mission of a hotel and which are the facilities offered to attract the customers.
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