

Roll No.

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Total No. of Pages : 02

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B.Voc. (Hospitality & Catering Management) (Sem.-1)

INTRODUCTION TO HOSPITALITY INDUSTRY

Subject Code : BVHCM101-19

M.Code : 77137

Date of Examination : 08-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

1) Write short notes on :

- a) Bed and Breakfast
- b) Coffee Shop
- c) Health Spa
- d) WTO
- e) Motels
- f) Tour Guide
- g) Travel Agents
- h) Online Booking System
- i) Airport Hotel
- j) Recreational Facilities.

SECTION - B

2. What is Downtown Hotel? Discuss its characteristics.
3. What is Chain Hotel? Describe its features.
4. What is a Franchise? Discuss the characteristics of Franchising.
5. Discuss the roles and functions of IATA.
6. Write a note on present trends in Hospitality industry.

SECTION - C

7. Write an essay on historical evolution and development of hospitality industry.
8. What do you understand by Distribution Channel? Discuss different distribution channels used in hospitality industry.
9. Explain the different norms that are used to classify a hotel under Five Star category.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.