

(3 & 8) Seat No.: _____

No. Of Printed Pages: 1

SARDAR PATEL UNIVERSITY
F.Y. B.B.A (HM) Examination, Semester I
Friday, 18th November, 2016
10:00 a.m. to 12:00 p.m.
UM01CBBH12:- Introduction to Tourism & Hospitality
UM01CBBT12 (CTM)

Total Marks: 60

- Note: 1. Figures to the right indicate marks of the questions.
2. Answers should be precise and to the point.

1. What is IATA ? Explain in detail. (15)
OR
Describe the elements of Tourism in detail. (15)
2. Explain the Welfare & Commercial divisions of Accommodation sector. (15)
OR
Discuss the different forms of tourism elaborately. (15)
3. a. Discuss the components of Tourism. (8)
b. What are the factors influencing the type of organization ? (7)
OR
a. What are the functions of National Tourist in India ? (8)
b. Describe about the eco-friendliness process followed in the hospitality division. (7)
4. a. What is ICAO ? Discuss briefly. (8)
b. Discuss what you know about PATA. (7)
OR
a. Name 10 eminent personalities of hospitality industry and their contribution. (8)
b. Discuss about WTO. (7)

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