

II - PGD (DDCE) - TTM - VI - TTT

2008

Full Marks - 70

Time - As in programme

Answer *all* questions.

SECTION-A

(2 marks each)

1. Answer all the questions.

(a) What is WTO ?

(b) What do you mean by a "MOTEL" ?

(c) The first Railway line was laid between _____
and _____.

(d) What is UFTAA ?

(e) Who was the father of civil aviation in India ?

(2)

- (f) What are "Heritage Hotels" ? Name few from India.
- (g) What do Front -office department do in a hotel ?
- (h) Who are in-house guest ?
- (i) Name four International Travel Agency operating in India.
- (j) What is "Bungee Jump" ?

SECTION-B

(5 marks each)

- 2. What is a "Resort" ? What is the future of "Resort" in India ?
- 3. Categorise Hotel as per the location. Explain each one of them with a suitable example.
- 4. Differentiate between a Travel Agent and a Tour Operator.
- 5. "Nature Nurtures till we preserve it." Explain the statement, with relevance to Tourism.

(3)

SECTION-C
(15 marks each)

6. Enumerate the history of Grand Tour in England. How does the Grand Tour brought revolution in the history of Tourism ?
 7. List the types of Tourism and elaborate the types of Tourism in India, and explain the pros and cons of each of the Types.
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II - PGD (DDCE) - TTM - VII - HM

2008

Full Marks – 70

Time – As in programme

The figures in the right hand margin indicate marks.

Answer *all* questions.

HOTEL MANAGEMENT

1. (a) What is a Catering Establishment. 5
- (b) Describe the following :- 4
- (i) Fast Food Catering
- (ii) Industrial Catering.
- (c) Write down about the phases of evolution of hotels. 5

OR

- (a) Enumerate about the phases of evolution of hotels in India. 5

- (b) Describe the following : 4
- (i) Popular catering
 - (ii) Welfare catering
- (c) How are catering establishment classified ? 5
2. (a) In the past only selected segments of the population used to travel. Describe the various types of accommodation that were available for their use. 6
- (b) Describe the following : 8
- (i) Boarding Houses
 - (ii) Inn
 - (iii) Motels
 - (iv) Heritage Hotels.

OR

- (a) Explain about the star rating system followed in India. 8
- (b) Define : 6
- (i) Hotel
 - (ii) Suite hotels
 - (iii) Bed and Breakfast hotels.
3. (a) What do you understand by operational departments ? List all the operational departments in a hotel and state their functions. 7

(3)

(b) How does House -keeping co-ordinate with the following : 7

(i) The front office

(ii) Maintenance

(iii) F and b dept.

OR

(a) Explain in detail the different types of rooms which are available in hotels both conventional and special. 7

(b) Explain the various services offered by hotels. 7

4. (a) What are the different types of plans that rooms and meals are sold by ? 7

(b) Describe briefly the modes through which reservation requests are received. 5

(c) Fill in the blanks : 2

(i) When a guest wants to leave a message the information asset hands him/her a _____

(ii) Information and data on city tours may be got from _____

(4)

OR

- (a) What are the steps of the registration process from the view point of the front - desk ? 7
- (b) True / False. 7
- (1) MAP provides a room and all meals.
 - (2) Crib rate is applicable to children below 15 years of age.
 - (3) Day rate is applicable for use of rooms.
 - (4) Allowances is daily cash paid out to Airline crew.
 - (5) A duplicate copy of the Msg slip is sent to the telephone department.
 - (6) Abbreviations or colloquial slang is preferable in communication with guest.
 - (7) Always quote the highest rate for a room.
5. Define 'Ecotel'. What is energy conservation ? Discuss the methods that may be adopted by eco-sensitive hotels for energy conservation. 14

OR

What is 'Green' building ? What is meant by water conservation ? Discuss the methods that may be adopted by eco-sensitive hotels for water conservation. 14

II - PGD (DDCE) - TTM - VIII- TMEM

2008

Full Marks – 70

Time – As in programme

The questions are of equal value.

Answer *all* questions.

SECTION-A

(2 marks each)

1. Answer all the questions.

(a) What do you mean by service ?

(b) Which of the term is inappropriate to service ?

- Intangible Inseparable Non-Perishable
 Customer participation.

(c) What is flexible pricing ?

(d) How do you motivate professional sales force ?

(2)

- (e) Point out major channels for distribution of consumer goods and services.
- (f) What is VMS ?
- (g) What is motivating consumer ?
- (h) What are conventions ?
- (i) Explain the components of conference.
- (j) What is a Travel Agency ?

SECTION-B

(5 marks each)

- 2. What are the different types of shows and what are their benefits to the society ?
- 3. Differentiate between the corporate meetings and conferences.
- 4. Name few Domestic Airlines in India.
- 5. Elaborate IATA and its uses.

B-

(3)

SECTION-C
(15 marks each)

6. How is Cruisers event management different from a normal family event management ?
 7. How is modern concept of marketing different from the traditional concept of marketing ?
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II.- PGD (DDCE) - TTM - IX- TOTM

2008

Full Marks – 70

Time – As in programme

The figures in the right hand margin indicate marks.

The questions are of equal value.

Answer *all* questions.

1. Discuss the prospectus, problems and issues of Indian Travel agencies. 14
2. Why market research is required for setting up of a Travel agency ? 14
3. Answer any *one* of the following. 14
 - (a) Discuss the steps to procure the legal certification for setting up of a Travel agency.

OR

- (b) Explain the requirements of a Travel agency for affiliation membership from IATA.

(2)

4. Answer any *one* of the followings 14

- (a) Briefly discuss various documentations of a Travel agency.

OR

- (b) Draw the organizational structure of SITA.

5. Write short notes of any *four*. 3.5×4

(a) W.A.T.A.

(b) I.T.D.C.

(c) F.H.R.A.I.

(d) P.A.T.A.

(e) T.A.A.I.

(f) I.F.T.O.