

BHHM-11

December - Examination 2015

BHHM Examination**Principles of Hospitality and Tourism****Paper - BHHM-11****Time : 3 Hours]****[Max. Marks :- 100**

Note: The question paper is divided into three sections A, B and C. Write answers as per given instructions.

Section - A

10 x 2 = 20

Note: Answer all ten questions. Maximum word limit is 30 words for each question. All questions carry equal marks.

- 1) (i) State any two features of tourism.
- (ii) What is meant by tourism policy?
- (iii) State any two name of International tourism organisation.
- (iv) Explain the term management by objectives (MBO).
- (v) State any two principles of direction.
- (vi) Mention any two functions of travel agents.
- (vii) Define organisation.
- (viii) What do you understand by 'Autocratic Leadership'?

- (ix) State any two components of tourism planning.
- (x) State any two characteristics of management.

Section - B

4 x 10 = 40

(Short Answer Questions)

Note: Answer any four questions out of eight. Maximum word limit is 200 words for each question. All questions carry equal marks.

- 2) Explain the main features of tourism.
- 3) Explain the important objectives of tourism policy.
- 4) Write a note on 'Eco-tourism'.
- 5) What are the important benefits of tourism planning?
- 6) What are the objectives and functions of World Tourism Organisation.
- 7) Explain advantages and limitations of management by objectives (MBO).
- 8) Mention in brief the various functions of management.
- 9) Discuss the main qualities of a successful leader.

Section - C

2 x 20 = 40

(Long Answer Questions)

Note: Answer any two questions out of four. Maximum word limit is 500 words for each question. All questions carry equal marks.

- 10) Indian airlines plays very important role in promotion of tourism and travel trade. Explain.
 - 11) What are the objectives of an organisation? Explain its need and importance.
 - 12) Describe the role of travel agents and tour operators in tourism industry.
 - 13) Describe in brief the different policies or strategies for planning and development of tourism in India.
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