

2023

**TOURISM & HOSPITALITY**

**( Theory )**

*Full Marks : 30*

*Time : 1 hour*

*The figures in the margin indicate full marks for the questions*

*General Instructions:*

- (i) Write all the answers in the Answer Script.
- (ii) Attempt all parts of a question together at one place.

SECTION – A

1. Choose the most appropriate answer from the given options below (**any eight**):  $1 \times 8 = 8$

- (a) What is the purpose of Communication?
  - (i) Inform (tell someone about something)
  - (ii) Influence (get someone to do something you want)
  - (iii) Share thoughts, ideas, feelings
  - (iv) All of the above.

- (b) What makes you complete your work or studies without others cheering you?

- (i) Self-confidence
- (ii) Communication
- (iii) Self-motivation
- (iv) Self-esteem.

- (c) Which of the following action will promote green economy?

- (i) Use of non-renewable resources
- (ii) Sustainable development
- (iii) Social protection
- (iv) Creating jobs.

- (d) What type of tourism showcase rural life?

- (i) Sustainable Tourism
- (ii) Ethnic Tourism
- (iii) Cultural Tourism
- (iv) Rural Tourism.

( 3 )

- (e) Motels are located on.
- (i) Highways
  - (ii) Roadways
  - (iii) Sea side
  - (iv) None of the above.
- (f) Which of the following is not a natural resource to attract tourism?
- (i) Climate
  - (ii) Waterfalls
  - (iii) Mineral springs
  - (iv) Canals.
- (g) A Room with a common wall, but no connecting door is known as.
- (i) Connecting Room
  - (ii) Adjoining Room
  - (iii) Adjacent Room
  - (iv) Studio Room.

( 4 )

- (h) Temporary visitors staying less than twenty four hours in the country visited are known as.
- (i) Tourist
  - (ii) Same-day visitors/Excursionists
  - (iii) Out-bound tourist
  - (iv) In-bound tourist.
- (i) What does an upright (straight) body posture convey or show?
- (i) Shyness
  - (ii) Fear
  - (iii) Confidence
  - (iv) Intelligence.
- (j) An 'A' la carte menu' refers to a
- (i) Main course special
  - (ii) Daily set menu at a fixed price
  - (iii) Self-serve choice of many dishes at a fixed price.
  - (iv) Choice of food selected from a menu where dishes are individually priced.

( 5 )

- (k) When communication takes place between two or more person who are subordinates working under the same person or those who are working under the same level, is known as:

- (i) Lateral or Horizontal Communication
- (ii) Upward Communication
- (iii) Downward Communication
- (iv) One-way Communication.

- (l) Which of the following is not a man made tourist attraction?

- (i) Taj Mahal
- (ii) Eiffel Tower
- (iii) Qutub Minar
- (iv) Himalayan Ranges.

#### SECTION – B

*(Short answer type questions)*

2. Define the following (*Any four*):

1 × 4 = 4

- (a) Inbound tourism
- (b) Lodges

( 6 )

- (c) Studio Room
- (d) Verbal Communication
- (e) Grooming
- (f) Customer Service.

#### SECTION – C

3. Write short answer-type questions of the following (**any three**):

2 × 3 = 6

- (a) What is the difference between a tourist and an excursionist?
- (b) What do you understand by MICE Tourism?
- (c) What is Visual Communication? Draw any two common signs used for Visual Communication.
- (d) Why is Personal Hygiene Important?
- (e) Define Carte du jour Menu?
- (f) Who is a Meet and Greet Officer?

#### SECTION – D

4. Write long answer-type questions of the following (**any three**):

4 × 3 = 12

- (a) List down any four various types and forms of Tourism.

**( 7 )**

- (b) Identify the Needs and importance of various types of Accommodation in Tourism and Hospitality Industry.
- (c) List down any four different types of food plans.
- (d) What are the various elements of a Communication Cycle?
- (e) Differentiate between a Fine dining restaurant and a Casual dining restaurant.
- (f) List and explain the 4 A's of Tourism?

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