	Seat No.:	Enrolment No
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## GUJARAT TECHNOLOGICAL UNIVERSITY BHMCT- SEMESTER- I • EXAMINATION – SUMMER 2015

Subject Code: 113303 Date: 03/06/2015

**Subject Name: Tourism & Hospitality Industry** 

Time: 02.30pm-05.00pm Total Marks: 70

## **Instructions:**

1. Attempt any five questions.

- 2. Make suitable assumptions wherever necessary.
- 3. Figures to the right indicate full marks.

Q.1	(a)	Define Tourism?	07
	<b>(b)</b>	Explain role of Transport in Tourism?	07
Q.2	(a)	Explain Domestic and International Tourism?	07
(	<b>(b)</b>	Explain role of NGO in making responsible Tourism?	07
Q.3	(a)	Explain Government Organization-DOT, ITDC, MTDC?	07
	<b>(b)</b>	Explain types of Accommodations?	07
Q.4	(a)	Explain Inbound and Outbound Tourism?	07
	<b>(b)</b>	Explain International Organizations-WTO, IATA, PATA?	07
Q.5 (a	(a)	Explain functions and level of distributions of channels?	07
	<b>(b)</b>	Explain food and beverages facilities in Hospitality?	07
Q.6	(a)	Explain major hospitality distribution channels?	07
	<b>(b)</b>	Explain hospitality accommodation?	07
Q.7	(a)	Explain 5 A's of Tourism?	07
-	<b>(b)</b>	Explain modes of Transport?	07

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