

Exam Code: 113003
(30)

Paper Code: 3300

Programme: Bachelor of Vocation (Hospitality and Tourism)
Semester-III

Course Title: Tourism Products

Course Code: BVHL-3661 ✓

Time Allowed: 3 Hours

Max Marks: 70

Note:- Attempt five questions in all, selecting atleast one question from each section. The fifth question may be attempted from any section. Each question carries 14 marks.

Section A

1. Analyze the evolution of sustainable tourism products in response to growing environmental and ethical concerns.
2. Explore the influence of technology on the development and marketing of tourism products.

Section B

3. Examine the diversity of India's cultural resources and their significance in attracting tourists. Discuss how elements such as art, architecture, festivals, and cuisine contribute to India's cultural tourism appeal.

4. Critically assess the role of sustainable cultural tourism in preserving India's heritage.

Section C

5. Write an essay on Hindu architecture of India. Enlist at least ten prominent masterpiece buildings also.
6. Comment on role of world heritage sites for promotion of tourism in India.

Section D

7. Discuss the challenges and opportunities of promoting wildlife tourism in India.
8. Explore the potential of adventure tourism in India's natural landscapes.

Exam Code: 113003

Paper Code: 3301

Programme: Bachelor of Vocation (Hospitality and Tourism)

Semester: III

Course Title: Tourism Entrepreneurship

Course Code: BVHL-3662

TIME: 3 Hours.

Max. Marks: 70

NOTE: Attempt five questions, selecting at least one question from each section. Fifth question may be attempted from any section. Each question carries 14 marks.

SECTION - A

1. Discuss the scope and importance of entrepreneurship in tourism.
2. Write a detailed note on types of tourism businesses.

SECTION - B

3. What do you understand by tourism demand and supply dynamics? Describe.
4. What is competitor analysis and how is it done in tourism businesses. Explain.

SECTION - C

5. Define and explain the various components of a tourism business plan.
6. Write a note on legal and regulatory considerations for a tourism business.

SECTION - D

7. Describe in detail the modern digital marketing tools for tourism.
8. Explain sustainable and responsible tourism practices in detail.

**Exam Code: 113003
(30)**

Paper Code: 3302

**Programme: Bachelor of Vocation (Hospitality and Tourism)
Semester-III**

**Course Title: Travel Agency and Tour
Operation Business**

Course Code: BVHL-3663

Time Allowed: 3 Hours

Max Marks: 70

Note: - Attempt five questions from all, selecting at least one question from each section. The fifth question can be attempted from any section. Each question carries 14 marks.

Section A

1. Define travel agent and a tour operator. Discuss their roles and functions within the travel industry.
14
2. What are the different departments of a travel agency, and What are their main functions? How to set up a travel agency highlight IATA rules and regulations for travel agency approval.
14

Section B

3. Discuss the factors to consider while designing an itinerary. Discuss how these factors contribute to creating a balanced and appealing travel plan.
14

4. Describe the itinerary of the Golden Triangle route. Discuss its historical and cultural significance, and how it attracts tourists. 14

Section C

5. Explain the concept of visas and its types? 14
6. Plan a detailed itinerary for a 3-night, 4-day trip to Jaipur, India. Include transportation, accommodation, sightseeing activities, and meal recommendations. 14

Section D

7. Discuss in detail about popular package tours offered by travel agencies. What are the practical components of a standard package tour, and how do they differ for inbound, outbound, and domestic tours? 14
8. What are the different types of package tours? What are the practical components of a standard package tour, and how do they differ for inbound, outbound, and domestic tours? 14

Exam Code: 113003

Paper Code: 3303

Programme: Bachelor of Vocation (Hospitality and Tourism)

SEMESTER: III

Course Title: Tour Guiding and Leading

Course Code: BVHL-3664

TIME: 3 Hours.

Max. Marks: 70

NOTE: Attempt five questions, selecting at least one question from each section. Fifth question may be attempted from any section. Each question carries 14 marks.

Section - A

1. What are two roles of a tour guide? Explain how these roles help tourists enjoy their trip.
2. List three steps to start a tour guiding business. Why is it important to know your customers before starting?

Section - B

3. What are two ways a tour guide can use speaking skills to make a tour fun? Explain how these skills help tourists learn more.
4. What is meant by "Moments of Truth" in tour guiding? Give one example of a moment that can make a tourist happy.

Section - C

5. Why is it important for a tour guide to respect local culture? Give one example of how a guide can show respect during a tour.
6. What is a tour guide's code of conduct? Name two rules and explain how they make a tour safe and enjoyable.

Section - D

7. Name two types of tours and describe one way a guide can help a traveler with a disability during these tours.
8. What should a tour guide do if there is an emergency during a tour? Explain how working with other guides can help solve the problem.

Exam Code: 113003

Paper Code: 3304

Programme: Bachelor of Vocation (Hospitality and Tourism)

SEMESTER: III

Course Title: Front Office Operations-I

Course Code: BVHM-3665

TIME: 3 Hours.

Max. Marks: 35

NOTE: Attempt five questions, selecting at least one question from each section. Fifth question may be attempted from any section. Each question carries 7 marks.

Section - A

1. State four essential attributes of front office personnel and explain the importance of salesmanship skills with two points.
2. Explain how the front office coordinates with Housekeeping and F&B departments with one example each.

Section - B

3. Prepare a sample duty rota for front office staff for a 24-hour shift covering three positions.
4. Describe the layout of a typical front office reception area and name four essential items placed on the counter.

Section - C

5. Explain three protocols to be followed while handling a VVIP guest at the front desk.
6. Define adjoining rooms and suites. State one advantage of offering each to guests.

Section - D

7. Explain any two pricing strategies used by hotels (e.g., seasonal, dynamic) with one benefit each.
8. Describe the process of handling a paid-out voucher at the front desk cashier in four steps.