

Exam Code: 113003

Paper Code: 3305

Programme: Bachelor of Vocation (Hospitality and Tourism)

SEMESTER: III

Course Title: Housekeeping Operations-I

Course Code: BVHM-3666

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

- Q1) Define housekeeping and explain its scope and importance in hotels and other hospitality sectors.
Q2) Describe the organizational structure of the housekeeping department.

SECTION - B

- Q3) Explain the types of cleaning carried out in hotels.
Q4) Explain types of cleaning agents used in housekeeping and their safe usage.

SECTION - C

- Q5) Explain room status terminology used in hotels.
Q6) Explain the cleaning and maintenance of public areas in a hotel.

SECTION - D

- Q7) Explain the occupational hazards in housekeeping and the safety measures to prevent them.
Q8) Describe the procedures for handling lost and found items, guest requests, and complaints.

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Exam Code: 113005

Paper Code: 5231

Programme: Bachelor of Vocation (Hospitality and Tourism)

Semester: V

Course Title: Tourism Policy in India

Course Code: BVHL - 5661 ✓

Time Allowed: 3Hrs

Max. Marks: 80

Note: Attempt five questions in all, selecting at least one question from each section. The fifth question can be attempted from any section. Each question carries 16 marks.

Section - A

1. Define tourism planning and explain its need and objectives.
2. Explain the concept of sustainable tourism in the context of Sustainable Development Goals (SDGs).

Section - B

3. What is tourism policy? Describe its types and importance.
4. Compare the National Tourism Policies of 1982, 2002, and the draft of 2022.

Section - C

5. Examine the evolution of tourism in India through the Five-Year Plans.
6. What are the aims, objectives, and functions of the Tourism Finance Corporation of India (TFCI)?

Section - D

7. Analyze the tourism planning initiatives of the Rajasthan Tourism Development Corporation.
8. Evaluate the tourism development strategies of Madhya Pradesh and Gujarat.

Exam Code: 113005

Paper Code: 5232

Programme: Bachelor of Vocation (Hospitality and Tourism)

Semester: V

Course Title: E-Tourism

Course Code: BVHL - 5662

Time Allowed: 3 Hrs

Max. Marks: 80

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 16 marks.

Section - A

- Q1) Explain the evolution of E-tourism. Discuss how technological advancements have shaped the tourism industry over time.
- Q2) What are the different types of e-commerce in tourism? What are the benefits of using e-marketing in tourism?

Section - B

- Q3) Describe the process of starting an e-tourism business, including market research, business planning, and website development.
- Q4) What are the different e-marketing channels that can be used to promote tourism products and services? How can e-marketing be used to create a competitive advantage in the tourism industry?

Section - C

- Q5) Explain the importance of cyber security in the e-tourism industry and the different cybercrimes and cyber laws that are relevant to e-tourism businesses.
- Q6) What is a payment gateway and how does it work? What are the different types of payment systems that are used in e-tourism?

Section - D

Q7) How can tourism businesses effectively manage the grievances and complaints of tourists? Provide specific steps on how to handle grievances and complaints, such as acknowledging the complaint promptly, investigating the issue thoroughly, and providing a fair resolution.

Q8) How can tourism businesses handle online negative publicity, such as negative reviews on blogs, forums, and travel portals? What are the benefits and risks of social networking for tourism businesses?

Exam Code: 113005

Paper Code: 5233

Programme: Bachelor of Vocation (Hospitality and Tourism)

Semester: V

Course Title: Public Relations and Tourism Journalism

Course Code: BVHL - 5663

Time Allowed: 3 Hrs

Max. Marks: 80

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 16 marks.

Section - A

- 1) Give a definition of public relations (PR) and describe its goals and roles.
- 2) Elaborate the evolution and expansion of public relations over time.

Section - B

- 3) How do the principles of PR apply to the tourism industry, and what ethical considerations are important when promoting tourist destinations?
- 4) Explain the role of communication skills in building an organization's image and goodwill through PR.

Section - C

- 5) Define the meaning and scope of journalism, highlighting its various types, roles, and functions.
- 6) How does tourism journalism contribute to the growth of the tourism industry in India, and what editing considerations are important in this context?

Section - D

- 7) What are the essential qualities and skills required for a reporter in today's media landscape?
- 8) Discuss the role of media representation in promoting or shaping the tourism industry, and provide examples of how media can impact public perception of tourism.

Exam Code: 113005

Paper Code: 5234

Programme: Bachelor of Vocation (Hospitality and Tourism)

Semester: V

Course Title: Basic Research Methodology

Course Code: BVHL - 5664 ✓

Time Allowed: 3 Hrs

Max. Marks: 80

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 16 marks.

Section - A

Q.1 What do you mean by Research? Write in detail about the criteria of a good research.

Q.2 Write in detail about the various types of research used in tourism industry.

SECTION - B

Q.3 What is Research Problem? Why it is important to identify the research problem.

Q.4 Explain in detail about the research design and its role in conducting a research.

SECTION - C

Q.5 Describe in detail about the criteria for a good sampling.

Q.6 What is questionnaire? Write in detail about the framing questionnaire in research.

SECTION - D

Q.7 Describe in detail about the steps to be followed while writing a report in research.

Q.8 Write in detail about the various style of citing the references in research.

Exam Code: 113005

Paper Code: 5235

Programme: Bachelor of Vocation (Hospitality and Tourism)

Semester: V

Course Title: Food and Beverage Service Management

Course Code: BVHL - 5665

Time Allowed: 3 Hrs

Max. Marks: 80

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 16 marks.

Section - A

- Q.1. Discuss the elements of cost. Classify costs based on behavioural dynamics. Explain briefly each type.
Q.2. Define "Cost". What are the different types of cost in Food & Beverage Business?

Section - B

- Q.3. Explain Beverage Control cycle. Explain the importance of assigning responsibility for beverage purchasing.
Q.4. What are the primary purposes of establishing beverage purchasing control?

Section - C

- Q.5. List any ten bar frauds. Explain two with suggestion to control it.
Q.6. What are the menu merchandising tactics engaged in restaurants that help in promoting sales of dishes?

Section - D

- Q.7. With the help of a neat diagram, explain breakeven analysis.
Q.8. List the objectives of inventory control. Compare and contrast the two commonly used methods of inventory control.

**Exam Code: 113005
(30)**

Paper Code: 5236

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

Course Title: International Cuisines

Course Code: BVHL-5666

Time Allowed: 3 Hours

Max Marks: 40

Instructions:- Attempt 5 questions in all, selecting at least one question from each section. The fifth question may be attempted from any section. Each questions carries 8 marks.

Section A

1. How has the history and geography of Asia influenced the diverse and rich tapestry of Oriental cuisine?
2. What are the key ingredients and cooking techniques that define the rich and diverse flavors of Thai cuisine?

Section B

3. How have multicultural influences and the rediscovery of traditional recipes reshaped the culinary identity of the United Kingdom?
4. Explore the unique characteristics of Scandinavian cuisine, with a focus on sustainability and Nordic food trends.

Section C

5. What are the key ingredients and cooking techniques that define Mediterranean cuisine.
6. How does the Mediterranean diet contribute to overall well-being, and what scientific evidence supports these claims?

Section D

7. Discuss the significance of street food vendors (taco stands, elote carts, etc.) in Mexico.
8. Elaborate how sustainable farming methods and the use of native ingredients contribute to the uniqueness of Mexican dishes?

Paper Code: 5237

Programme	Exam Code	Course Code
Bachelor of Vocation (Nutrition, Exercise and Health)	112505	BVNM-5101
Bachelor of Vocation (Hospitality and Tourism)	113005	BVHM-5107

Semester- V**Course Title: Soft Skills and Communication
(40)****Time Allowed: 3 Hours****Max Marks: 50**

Note: Attempt five questions, selecting one from each section and fifth question from any of the four sections. Each question carries 10 marks.

SECTION-A

1. What guidelines should be followed while making a phone call? Explain in detail.
2. What do you understand by email etiquettes? Give some tips to write effective e-mails.

SECTION-B

3. What do you understand by barriers in communication? Why is it important to remove barriers for effective communication? How can it be done?