

Exam Code: 113905

Paper Code: 5240

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

Course Title: Tourism Policy in India

Course Code: BVHL - 5661

Time Allowed – 3 Hours

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. Discuss the role of urban and rural tourism planning in India's development.
2. Describe the need for tourism planning in India.

Section - B

3. Define the concept of tourism policy and discuss its relevance in the tourism industry.
4. Highlight the differences between the National Tourism Policies of 1982 and 2002.

Section - C

5. Analyze the role of Five-Year Plans in the development of tourism in India.
6. Discuss the importance of tourism investors' meet in promoting tourism in India.

Section - D

7. Analyze the role of the Rajasthan Tourism Development Corporation in tourism planning.
8. Evaluate the policy and planning initiatives of Madhya Pradesh.

Exam Code: 113905
(20)

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

Course Title: E-Tourism

Course Code: BVHL-5662

Time Allowed: 3 Hours

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. Trace the evolution of E-tourism. Discuss how technological advancements have shaped the tourism industry over time. (16 Marks)
2. Define various E-tourism typologies (B2B, B2C, C2B, C2C, B2E, B2G) and their significance. Explain how these models contribute to the wired economy. (16 Marks)

Section B

3. 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.
(16 Marks)

4. What is the different e-marketing channels that can be used to promote tourism products and services?
(16 Marks)

Section C

5. What is a GDS, and what are its key functions? What are the different levels of GDS participation, and What are the benefits of each level?
(16 Marks)
6. What are the different payment systems that are used in e-tourism? What are some of the security issues that need to be considered when using payment systems in e-tourism?
(16 Marks)

Section D

7. What are some of the ethical practices that tourism businesses should follow when conducting business online? How is the electronic and mobile era changing the tourism industry?
(16 Marks)
8. How can tourism businesses ensure that the products and services they offer online are of high quality? provide specific examples of quality assurance measures, such as having a review system for customers, conducting regular quality checks, and investing in training for staff.
(16 Marks)

Exam Code: 113905
(20)

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

Course Title: Public Relations and Tourism Journalism

Course Code: BVHL-5663

Time Allowed: 3 Hours

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. Explore the role of target audience and the general public in the field of Public Relations. How do PR professionals identify and engage with their target audience? (16 Marks)
2. Define the concept of Public Relations and discuss its objectives and functions in organizations and society. (16 Marks)

Section - B

3. Discuss the fundamental principles of Public Relations (PR), including the importance of PR ethics, mass

communication, and communication skills.

(16 Marks)

4. Explore the role of PR in organizations and its significance in the tourism industry. How does PR play a vital role in managing and enhancing an organization's reputation?

(16 Marks)

Section - C

5. How do the principles of journalism guide the practice of responsible reporting in print media, radio, and TV media?
6. Discuss the unique challenges and opportunities faced by journalists in tourism reporting.

(16 Marks)

(16 Marks)

Section - D

7. How does the design of news articles, along with picture editing and captioning, contribute to the overall impact of journalism?
8. How do media policies influence the portrayal of tourism in the media, and what challenges and considerations are involved in representing tourism?

(16 Marks)

Exam Code: 113905

Paper Code: 5243

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

Course Title: Basic Research Methodology

Course Code: BVHL-5664

Time Allowed: 3 Hours

Max. Marks: 80

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

SECTION-A

- Q.1 Write in detail about the significance of research in the Hospitality and Tourism Industry.
Q.2 Explain in detail about the research ethics which should be kept in mind while doing a research.

SECTION-B

- Q.3 Describe in detail about the research Process followed while doing a research.
Q.4 What do you mean by Research Hypothesis? Write about the types of research hypothesis.

SECTION-C

- Q.5 Explain in detail about the importance of Sampling in research.
Q.6 What do you mean by data Collection? Write about the various types of data collection.

SECTION-D

- Q.7 Describe in detail about the Significance of report writing in research.
Q.8 Citation is an important part of research. Explain.

Exam Code: 113905

Paper Code: 5244

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

**Course Title: Food and Beverage Service
Management**

Course Code: BVHL-5665

Time Allowed: 3 Hours

Max. Marks: 80

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

Section-A

- Q.1. Define cost. Explain the elements of cost with examples.
Q.2. What is cost behaviour? Explain the different types with suitable examples.

Section-B

- Q.3. Explain the procedure in stages for purchasing, receiving and storing beverages.
Q.4. Discuss the methods of purchasing beverages.

Section-C

- Q.5. What is break-even analysis? What are its uses? Draw an illustration using a suitable example.
Q.6. Define menu engineering. Explain how the dishes are categorized on the basis of menu engineering.

Section-D

- Q.7. Discuss the two methods of inventory control. What are the objectives of inventory control?
Q.8. Sales can be expressed in different ways to get a better evaluation of service. Throw light on the various sales concepts.

Exam Code: 113905
(20)

Paper Code: 5245

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

Course Title: International Cuisines

Course Code: BVHL-5666

Time Allowed: 3 Hours

Max Marks: 80

Note: Attempt five questions in all, selecting atleast one question from each section. Fifth question may be attempted from any section. Each question carries 16 marks.

Section A

1. What is the significance of international cuisine in today's globalized world?
2. Provide examples of popular Thai dishes that showcase these ingredients and techniques, and explain how they contribute to the overall culinary experience.

Section B

3. Discuss the evolution of French cuisine over the centuries, highlighting key culinary innovations
4. Examine the role of simplicity and authenticity in Italian cuisine. How has the 'farm- to-table' philosophy

influenced Italian cooking, and what are some iconic dishes that exemplify this culinary tradition?

Section C

5. Compare and contrast the culinary characteristics of two Mediterranean countries, highlighting the cultural influences and regional variations that shape their cuisines.
6. What are some of the challenges and opportunities for preserving the authenticity of Mediterranean cuisine as it continues to spread globally, and how can culinary traditions be maintained in an increasingly interconnected world?

Section D

7. Explore the historical development of Mexican cuisine from pre-Columbian times to the present day.
8. Mexican cuisine is incredibly diverse, with distinct regional specialties. Justify the statement.

Exam Code: 113905

Paper Code: 5246

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

**Course Title: Personality Skills for Hospitality and
Tourism Industry**

Course Code: BVHL-5667

Time Allowed: 3 Hours

Max Marks: 80

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

Section - A

- 1) Define personality and explain the determinants of personality. Discuss the role of positive thinking and self-esteem in personality development.
- 2) Explain the concept of SWOT analysis and its importance in understanding one's personality. Describe the significance of personal grooming and hygiene in the hospitality industry.

Section - B

- 3) What is a positive attitude? Explain the benefits of maintaining a positive attitude in a professional environment.
- 4) Define the concept of attitude and discuss its relevance in the workplace. Explain the steps involved in building a positive attitude with examples from the hospitality industry.

Section - C

- 5) Discuss common myths about time management and how they can affect productivity.
- 6) Discuss the importance of leadership skills in the hospitality industry and outline techniques for acquiring these skills.

Section - D

- 7) Explain the importance of a professional dress code and body language during interviews.
- 8) Discuss the advantages and challenges of video resumes compared to traditional resumes.