

Dr. Babasaheb Ambedkar Open University
Term End Examination February – 2026

Course	: BBAATR	Date	: 25-Feb-26
Subject Code	: BBAATR-101	Time	: 11:30am to 01:45pm
Subject Name	: Introduction to Hospitality Management	Duration	: 02.15 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (30)

1. Write the History and Growth of Hotel Industry.
2. Write the History of Transportation.
3. Explain how inbound tour operators can serve the market?
4. Explain about IATA.
5. Write the types of Catering Establishment.

Section B

Answer the following (Attempt any four) (20)

1. Write a note on Heritage hotels in India.
2. Write a note on World Tourism Organization.
3. Write the Types of Passports.
4. Write a note on Recreation.
5. Write the characteristics of Adventure Tourism.
6. Write the attribute required in Front Office Personnel.

Section C

Part – A (Multiple Choice Questions) (10)

- 1 In _____ Richard Lassell introduced the term Grand Tour in his book named as Voyage to Italy.
A 1670 B 1672
C 1671 D 1673
- 2 Characteristic of the Hospitality Industry _____
A Intangibility B Heterogeneity
C Perishability D All of these
- 3 These types of hotel float on the water called _____
A Floatel B Resort Hotel
C Air Port Hotel D None of these
- 4 ITC Limited entered the hotel business on _____
A October 18, 1975 B October 8, 1975
C October 28, 1975 D October 11, 1975

- 5 The colour of Official passport is _____
 A Navy Blue B White
 C Red D Brown
- 6 Visa issued for leisure travel and no business activities are allowed is _____
 A Tourist visa B Student Visa
 C Transit Visa D Immigrant Visa
- 7 Where was first Asian office of PATA opened in _____
 A New Delhi B Tokyo
 C Beijing D Manila
- 8 Which year was declared as International Year of Ecotourism by United Nation _____.
 A 2002 B 2001
 C 2003 D 2004
- 9 Almost _____ guests make reservation for their stay through various mediums like direct reservation, online, through company website, hotels sales team, travel agents etc.
 A 60% B 70%
 C 80% D 90%
- 10 Hotel receives reservation inquiry through following means _____
 A Telephones B Mails
 C Property websites D All of these

Part – B (Do as Directed)

(10)

- 1 What is Ecotourism?
- 2 What is Soft Adventure?
- 3 Define Concierge.
- 4 What is Institutional Catering?
- 5 What is KOT (Kitchen order ticket)?
- 6 What is Roast Section?
- 7 What is Back of the House Division?
- 8 What is Leisure?
- 9 What is Exposition?
- 10 What is Commercial Recreation?
