



Name:
Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination (Online) May, 2021.

Course: Hotel & Resort Management
Program: BBA THM
Course code: TRAV 2016P

Semester: IV
Time: 03 Hours
Max. Marks: 100

SECTION A(30 Marks)

1. Each Question carries 5 Marks

2. Instruction: Complete the statement / Select the correct answer(s) / Answer the question

		CO
Q 1	I. Define Heritage hotels. II. Define Bistro.	CO 1
Q 2	I. Differentiate between RevPAR and ADR (3 marks). II. The hotel employee, who provides information and personalized service such as dinner reservation, tour and travel arrangements, is, known as _____. III. Blocking fewer rooms than the number initially requested by group is, called Cut off. (a) True (b) False	CO 1
Q 3	I. Classify F&B industry according to profit motive. II. Define Condominium.	CO 1
Q 4	I. What is intangible aspect of accommodation? II. Time-share is a particular type of accommodation that allows guest to enjoy a city center location. (a) True (b) False	CO 2
Q 5	I. The machine that dispenses soft drinks is called a	CO 2

	<p>a) Pre-mix. b) Post-mix. c) Prep mixer. d) Distributor</p> <p>II. The standard cocktail glass is, often referred to as _____.</p>	
Q 6	<p>I. A day or even a season between two busier time-periods is, known as _____.</p> <p>II. A package offered by a resort includes the cost of breakfast, and either Lunch or Dinner in the room charge. This arrangement is, called _____.</p>	CO 2
SECTION B (50 Marks)		
<p>1. Each question carries 10 marks 2. Instruction: Write short / brief notes</p>		
Q7	Timeshare versus fractional ownership! As a resort developer where would you put your emphasis and why?	CO1
Q8	The PLC predicts a rather dismal ending for most products. How can resorts resist this fate and become more sustainable?	CO2
Q9	Justify ‘differential pricing’ to yourself, as a hotel business, and to your customers, the hotel guest.	CO3
Q10	<p>Mombasa is the leading tourist center in Eastern Africa, with the highest concentration of tourism and hospitality facilities and infrastructure. Mombasa and adjacent townships receive over one third of international tourist arrivals to Kenya. However, Mombasa in particular, and the Kenyan coastal region in general, is classified by the government as one of the regions with a high incidence of poverty and poor living conditions for local people (Kenya Government, 2004).</p> <p>Using the case study of Mombasa Resort Town, analyze the issues surrounding sustainable tourism as a tool for local socioeconomic development in Kenya.</p>	CO2
Q11	‘Walt Disney World has demonstrated you can have a protected conservation area right next to a major tourist attraction’. How has Disney’s environmental planning enabled this, and are there any lessons that could be transported to national park resorts?	CO4
Section C (20 Marks)		
<p>1. Answer any One question. Each Question carries 20 Marks. 2. Instruction: Write long answer.</p>		

Q 12	<p>Assuming that you are a tourism/hospitality graduate with life-long career aspirations in this industry, discuss what your future first employer should do to keep you for five years plus and what you should do to deserve that commitment.</p> <p style="text-align: center;">OR</p> <p>‘Risk management is not just good for business, but is absolutely necessary in order for tourism and related organizations to remain competitive, to be sustainable, and to be responsible for their collective future’ (Cunliffe,2006:35).</p> <p>Analyze this assertion in light of the global warming warnings that are becoming more common and urgent.</p>	CO4
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