

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
MAKE-UP EXAMINATION: 2020
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
SEMESTER – III

Subject: Tourism and Hospitality Management
Full Marks: 100

Course Code: MGT 334
Time: 3:00 Hours

You are required to answer in your own words as far as applicable. The figures in the margin indicate full marks.

SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any **EIGHT** questions:

- Q1. What is your understanding on tourism? Describe its significance. [2+3]
- Q2. What are the different components of tourism? Describe. [5]
- Q3. Who is a tour operator? Outline the major responsibilities of a tour operator. [1+4]
- Q4. Define the term "Hospitality" and briefly explain the origin and evolution of hospitality industry. [2+3]
- Q5. Describe the major roles that a front office department plays for successful development of a hotel. [5]
- Q6. Describe the types of a room division. [5]
- Q7. What do you understand by food and beverage service? Outline major duties and responsibilities of a food and beverage department of a hotel. [2+3]
- Q8. How does event management help in promoting tourism? [5]
- Q9. Explain the types of various table services. [5]
- Q10. Write short notes on: [2.5+2.5]
 - a. Manual cleaning equipment
 - b. Key elements of event management

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any **THREE** questions:

- Q11. You own an event management company and your company was able to get a contract on organizing a regional event for Karnali province. What are the considerations that you would make while planning the event. Prepare a proper plan including the budget, schedule, duty rosters, security etc. Also, write an execution plan for the event. [10]
- Q12. Prepare an organizational chart of a hotel including various departments, their function and responsibilities. Also explain the importance and role of a hotel industry for overall development of a nation. [10]
- Q13. Define marketing research. Outline the advantages and disadvantages of marketing research in tourism industry. [2+8]
- Q14. Describe your understanding on travel agency. Explain the major types of services provided by travel agency. [2+8]
- Q15. "Tourism development usually incurs costs to a local destination". Discuss this statement with the help of negative impacts of tourism destination to environmental and cultural resources at a local destination. [10]

SECTION D: CASE STUDY (15 MARKS)

Q16. Read a case given below and answer the following questions:

Service etiquettes and service efficiency

Mr. Kedar Raut, a doctoral candidate who had been working on 'Issue of efficiency and effectiveness in Nepalese tourism and hospitality industry' has been waiting for final results on his work. After a continued and hectic schedule, he wanted to relax his evening with some chilled beer in his favorite place, which was a small restaurant

at Old Baneshwor named 'Siris Restaurant'. He was a regular customer there and was accustomed with its menu for the past two years now. This place was well-known for its hospitality among the locals.

After grabbing his usual seat, he waits for the server to take his order. Seeing his regular customer, Mr. Siris welcomes Mr. Raut and asks the waiter 'Kush' to take care of Mr. Raut. Mr. Raut orders the usual along with a chilled bottle of beer. While doing so he notices something in the server's nails. They were uncut and black with dirt. He wanted to comment on it but decided to turn a blind eye.

Few minutes later, Mr. Raut, who was busy updating his status in the social media, a server arrives with a bottle of Carlsberg and a glass. She starts pouring the beer onto his glass while admiring his phone. In doing so she spills the beer all over the table without even noticing. Alarmed with the fizz, Mr. Raut stops her, who then rushes and brings a napkin to soak the excess beer from the table. Un-noticing the fact, the server whips the glass with the same napkin, leaving Mr. Raut in utter shock. In response the server says, "Sir, do not mind the error, we are very good at the Service!". This really amused Mr. Raut leaving him in deep thoughts about the restaurant. He was lost in his thoughts making him unaware of the time but when he checked his watch it had been long before he had ordered his "mutton sadheko". Only after his signal, the server presents him with the order. Unable to stop the hunger, he grabs a piece or two and starts chewing onto the tender mutton. After the series of unexpected events that had occurred with today, Mr. Raut was finally enjoying his afternoon.

To cool the spiciness of mutton, he grabs his glass of beer only to realize a cockroach swimming on the fizz of the beer. Disgusted by it he calls the server who has been witnessing everything. She approaches him with a smile and simply removes the cockroach with a spoon saying even cockroach looks thirsty today. This made everyone laugh and few comments such as "this is common in Nepal" were heard from the crowd. And simple as that the cockroach incident just ended. In despair, Mr. Raut just stands, grabs another glass and fills it with the remaining beer from the bottle. Confused and shocked he completes his lunch and with full curiosity goes to ask the name of the lady server. With a shy smile she says Kusum and adds up, "I hope you like my name the way you like my service". Giving a big laugh Mr. Raut replies a big NO because the service standard and quality does not match.

Finally, Mr. Raut decides to address this situation to the owner with a written grievance. He walks towards the counter and asks for the "comment card" that had a big caption saying, "if the service is good, let your friend know about it; if it is not, do let us know about it". He sighs and continues with his concerns and discontent.

After few days, the owner calls Mr. Raut to apologize. They were genuinely concerned since these incidents had been occurring a few times recently. They told him that the server lately suffered in the quake of 25/4, therefore had problems while dealing with guests. They tried to give her a second chance, but it proved to be futile. Since then, she had been relocated to the store department for lack of improvement.

Questions:

- a. If you were the owner/manager of the restaurant, what other ways you would use to give this lady an extra chance? [5]
- b. What were the major hygiene and sanitation issues presented in the case? [3]
- c. What other behavior of the lady server was found to be undesirable? [2]
- d. How does service etiquette enhance service encounter? [5]