



MID-WEST UNIVERSITY
SCHOOL OF MANAGEMENT (MUSOM)
(An Autonomous Institution)
MUSOM EXAMINATIONS SECTION
FINAL EXAMINATION-2024 (2081)
MASTER OF BUSINESS ADMINISTRATION (MBA)
SEMESTER – III

Subject: Tourism and Hospitality Management
Full Marks: 100

Course Code: MGT 538B
Time: 4 Hrs.

Exam Roll No.:

Section A: Multiple Choice Questions (1×20 = 20 Marks)

Time: 20 Minutes

Tick (✓) the correct answers

1. What is the definition of tourism?
 - a. The study of hotels and restaurants.
 - b. The business of organizing travel for pleasure.
 - c. The process of booking flights and accommodations.
 - d. The practice of sustainable travel.
2. Which of the following is a suitable example of a tourist destination?
 - a. A local park
 - b. A grocery store
 - c. A school campus
 - d. A historical landmark
3. Where would you typically find a natural tourist attraction?
 - a. In a theme park
 - b. In a shopping mall
 - c. At a beach
 - d. In a casino
4. How would you differentiate between a hotel and a motel?
 - a. Hotels are typically located in urban areas, while motels are in rural areas.
 - b. Hotels are typically more expensive than motels.
 - c. Hotels offer more amenities than motels.
 - d. Motels offer longer-term stays than hotels.
5. In which category of the tourism industry would a restaurant fall?
 - a. Accommodation
 - b. Transportation
 - c. Food and beverage
 - d. Attractions and activities
6. When would you use the term "catering" in the context of hospitality?
 - a. When providing transportation services to tourists.
 - b. When organizing events and conferences.
 - c. When marketing and selling travel packages.
 - d. When offering food and beverage services for special occasions.
7. How does transportation contribute to the tourism industry?
 - a. By providing accommodations to travellers.
 - b. By offering food and beverage services.
 - c. By organizing guided tours and activities.
 - d. By facilitating travel between destinations.
8. Evaluate the economic benefits and challenges of tourism in a specific destination.
 - a. Job creation and economic growth
 - b. Leakage and dependency on tourism
 - c. Diversification of the local economy
 - d. All of the above

9. How do travel aggregators contribute to the tourism industry?
 - a. Providing accommodation services to travellers.
 - b. By offering transportation services.
 - c. By organizing guided tours and activities.
 - d. By aggregating and comparing travel options for customers.
10. When would you use the term "destination marketing organization"?
 - a. To describe a company that offers transportation services for a destination.
 - b. To refer to a business that provides accommodation services.
 - c. To promote a destination.
 - d. To refer to a company organizing guided tours and activities.
11. Two main industries that comprise the activities we call tourism are _____.
 - a. the restaurant and travel industries
 - b. the hospitality and travel industries
 - c. the cruise and hotel industries
 - d. the hospitality and destination industries
12. Customers find it difficult to evaluate quality primarily because of:
 - a. Intangibility
 - b. Inseparability
 - c. Variability
 - d. Perishability
13. _____ are similar to organized mass tourists but have somewhat more control over their itinerary.
 - a. Individual mass tourists
 - b. Group inclusive tourists
 - c. Explorers
 - d. Drifters
14. Organizational demand comes ultimately from the demand for _____.
 - a. wholesalers
 - b. tour operators
 - c. travel agencies
 - d. consumer goods or services
15. What travel document is necessary to enter a foreign country?
 - a. Passport
 - b. Guide book
 - c. Tablet
 - d. Map
16. Explorers are classified under which set of travellers to a destination?
 - a. GIT
 - b. FIT
 - c. VFR
 - d. None of above
17. Tourism staff should hear about promotions and new products from _____.
 - a. Customers
 - b. TV commercials
 - c. Managers
 - d. Newspapers
18. Trekking, Rafting, and Bungee come under the tourism activities of _____ tourism.
 - a. Adventure
 - b. Religious
 - c. Cultural
 - d. Historical
19. A lodging establishment constructed with an emphasis on motorists is known as _____.
 - a. Resorts
 - b. Motel
 - c. Inn
 - d. Hotel
20. The full form of NTB is _____.
 - a. Nepal Tourism Board
 - b. Nepal Television Board
 - c. Nepal Travelers Board
 - d. Nepal Tourist Board



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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

(5×6 = 30 MARKS)

Answer any five questions:

1. Justify the statement that attraction is a critical factor in the success of the tourism industry. [5]
2. What are the different types of tourism? Briefly describe them. [5]
3. Discuss the relevance of sustainable tourism in the context of Nepal. [5]
4. Investigate the various sources of income for travel agencies in the tourism industry. [5]
5. Compare and contrast the attributes of a hospitality person with those of a person in a different industry. [5]
6. Examine the duties and role of the Nepal Tourism Board. [5]
7. Give a brief account of the evolution of tourism and highlight the studies during medieval times of tourism. [5]

SECTION C: LONG ANSWER QUESTIONS (2×15 = 30 MARKS)

Answer any two questions:

8. What are some positive impacts of tourism on a destination's economy and community? How can they be maximized while minimizing negative impacts? [5+5]
9. Discuss the advantages and challenges of rural tourism in the context of Karnali Province. [5+5]
10. In terms of tourism potential, Nepal is one of the richest countries in the world. Justify. [10]

SECTION D: CASE STUDY (20 MARKS)

11. Read a case given below and answer the following questions.

Cultural conflicts are likely to happen in Countries like the United Arab Emirates because Western tourists and Muslim hosts have such noticeable cultural differences. Many Muslim countries feel that Westernized tourists are behaving unacceptably and incompatible with the Islamic religion and way of life. Legislation in the destination can differ enormously from tourists' own country and this causes conflicts because of tourists' unawareness or ignorance.

Dubai is a Muslim country and it follows Islamic laws. As Islam is the official religion it is forbidden to criticize or distribute any material against the religion. It is forbidden to practice any form of other religion besides Islam in public areas. During the holy month of Ramadan, it is forbidden to eat in public from sunrise to sunset, so dining must be done in the hotel. Also criticizing any of the seven emirates' ruling families is prohibited.

In Dubai, you can get a sentence of imprisonment for homosexuality, affairs outside marriage, intoxication and kissing in public places. Also, public dancing is forbidden and there are strict regulations about dressing in different places. Abusive language and indecent dressing can lead

to trouble with the authorities. Alcohol can be used only in definite areas so except in these areas, it is forbidden to be intoxicated. Also, travellers who make stopovers are expected to obey these laws. Serious misconduct can lead to being convicted of the death penalty.

Dluzewska's research shows that there are differences in the level of knowledge that travellers have about the cultural norms in Dubai. The highest level of knowledge was amongst the USA and the biggest travelling countries from Europe such as the United Kingdom, Germany and France. Some interviewees in this study did not believe some mentioned rules and were under the impression that if they did something inappropriate then people would point out their mistake before getting into trouble. The knowledge is not only based on nationality but for example, the type of holiday seemed to have a big influence. Mass tourists usually were poorly educated and were not aware of the social norms due to this they also caused more dysfunction, whereas backpackers and exclusive tourists had higher levels of knowledge and caused less dysfunction (Dluzewska, 2008).

Shopping malls have posters to advise on the appropriate behavior. In Abu Dhabi, police have started to give local decency guidelines to tourists. These kinds of actions could decrease tourists' lack of knowledge.

Questions:

- a. Explain the case of cultural differences and conflicts in Dubai. [5]
- b. Does this kind of cultural norms affect tourism activities? If yes how, If no Why? [5]
- c. What conclusion you can draw from the above case study? [5]
- d. How can the tourism industry in Dubai ensure better compliance with cultural norms by international tourists? [5]

