



Y. & M. Anjuman Khairul Islam's
POONA INSTITUTE OF MANAGEMENT
SCIENCES & ENTREPRENEURSHIP

(A Religious & Linguistic Minority Institution, Recognized by DTE, Govt. of Maharashtra, Affiliated to Savitribai Phule Pune University,
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MBA (SEM - IV)
411 MKT (IL): TOURISM & HOSPITALITY MARKETING
(2019 PATTERN)

SHORT QUESTIONS

1. Define to Tourism ?
2. What is Hospitality Industry?
3. Explain Types of Tourists?
4. Define Tourism Infrastructure ?
5. What is Elements Tourism Infrastructure?
6. What is Entertainment ?
7. What is Destination Tourism?
8. Explain Packages?
9. How to Travel bookings,?
10. What is Importance of Tour Packaging?
11. What is Components of Package Tours ?
12. Explain Components of Package cost ?
13. What is events ?
14. What is Hospitality:?
15. Explain the Star Ratings of Hotels?
16. What is Standards for Hotels?
17. What are ownership structure?
18. What is partnership,?
19. What is Franchisees?
20. What is Mode of booking?
21. What is Classification of Hotels?
22. Explain the different communication platforms?
23. What is Planning for Sustainable Tourism?
24. Explain the Role of E- commerce?
25. Explain the Recognition of Travel Agency,?