

PART II – Essay Questions

Section A

01. 'Millennials' are a large market segment who apparently have special characteristics.

Discuss the key travel characteristics of Millennial Tourists while focusing on the below mentioned areas.

Generation gap, millennial travel trends and special characteristics of millennial tourists.

(10 Marks)

02. The tourism product can be defined as a bundle or package of tangible and intangible components which is ultimately received by the tourists' as an experience.

Explain the five (05) key components of a tourism product with suitable examples.

(10 Marks)

Section B

03. The front office is the nerve centre or hub of a hotel.

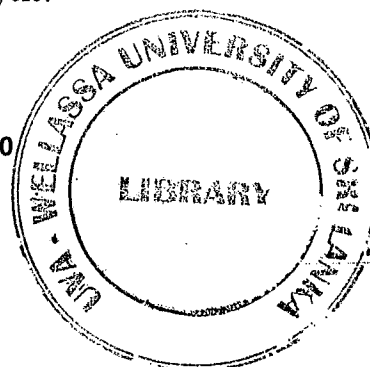
a) List down three (03) major functions of Front Office Department of a five star hotel.

(03 Marks)

b) The operation of the front office department is mainly determined by the type and number of guest transactions which take place during the four different phases of the guest cycle.

Briefly explain the operation of Guest Cycle.

(07 Marks)



04. Food & Beverage is a term of the hospitality industry that uses to refer to all food and beverage needs for an event, dining experience or general catering. It includes the operation of both food production (kitchen) and food and beverage service.

a) Draw the organizational structure of Kitchen Department, and Food and Beverage Department separately. **(05 Marks)**

b) Explain the key duties and responsibilities of a selected position of each organizational structure. **(05 Marks)**

Section C

05. Event management means application of the management practice of project management to the creation and development of festivals and events.

Explain the six (06) stages of Event Planning Process. **(10 Marks)**

06.

a) Briefly explain the four (04) categories of events based on the 'Event Size' giving one example for each. **(04 Marks)**

b) State four (04) possible Risks that can be occurred in an international sports event? **(02 Marks)**

c) Briefly explain the risk management process of an event with at least one example for each stage. **(04 Marks)**