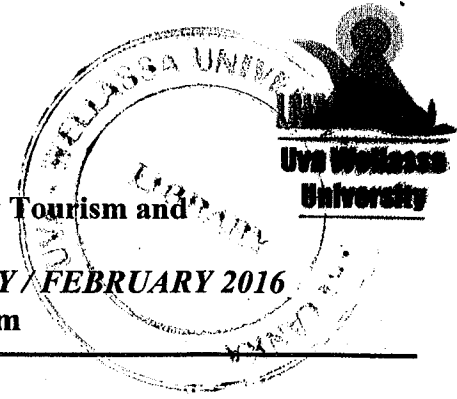


**Uva Wellassa University**  
**Faculty of Management**  
**Degree of Bachelor of Business Management in Hospitality Tourism and**  
**Events Management**

**FIRST YEAR SECOND SEMESTER EXAMINATION – JANUARY / FEBRUARY 2016**  
**HTE 102 -2 Practice of Hospitality and Tourism**



**Instructions to candidates:**

No. of pages : Two (02)  
No. of questions : Six (06) Essay  
Time allocation : Two (02) Hours  
Marks allocated : 100 Marks

Index Number:

Answer **any four (04)** questions.

01. Service industry has its own unique characteristics due to the nature of the industry.
  - i) Explain the key characteristics of a service. (15Marks)
  - ii) Briefly describe the role of Front Office Department in a hotel. (10Marks)
  
02. As a result of the generation gap new lifestyle groups are rapidly emerging in societies. Therefore, "hospitality products should also need to be developed to meet the tastes of different groups." Do you agree with this statement? Justify. (25Marks)
  
03. "Destination audit will help to manage the destination and to protect the community."  
Do you agree with this statement? Justify your answer. (25Marks)
  
04. Service failures are unavoidable in hospitality industry because of human frailties.
  - i) Describe the various ways and means of minimizing service failures. (15Marks)
  - ii) Briefly explain the consequences of an effective recovery process. (10Marks)