

**Bharati Vidyapeeth  
(Deemed to be University), Pune**

**School of Distance Education**

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**Assignment No :1**

<b>Course:</b>	<b>BCA</b>	<b>Class:</b>	<b>BCA I</b>	<b>Semester:</b>	<b>VI</b>
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<b>Subject:</b>	<b>Basics Of Hospitality Management</b>
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Q.1) Attempt **ANY ONE** of the Following (**1000 Words**) (10)

- a) What is Hospitality? Explain the economic impact of Tourism and Hospitality.
- b) State with suitable examples the link between Hospitality and Tourism industry.

Q.2) Attempt **ANY TWO** of the Following (**800 Words**) (12)

- a) State and explain the various segments of Hospitality industry.
- b) State and explain the four Ps of marketing.
- c) Explain the role of Leadership in Hospitality management.
- d) List any 12 careers in Hospitality industry.

Q.3) Write Short Notes on (**ANY TWO**) (08)

- a) Medical Tourism
- b) History of Hospitality industry.
- c) MICE
- d) Concierge desk

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