

B.B.A. (Part-III) Semester-V Examination

BBA/503

HEALTH CARE & HOSPITALITY MANAGEMENT

Time : Three Hours]

[Maximum Marks : 80]

Note :- All Sections are compulsory.

SECTION—A

(Multiple choice questions)

SECTION—B

(Short answer type questions)

1. (a) What are the important activities of the Ministry affecting Primary Health Care ? 4

OR

- (b) What is the meaning of health administration ? 4

2. (a) What is Health Care Planning ? 4

OR

3. (a) Explain the Effects of Dedication in the Workplace. 4

OR

- (b) What is the meaning of Positive Attitude ? 4

4. (a) What is Banquet service ? 4

OR

- (b) What is Motel ?

- OR**

(b) What is Health Tourism? Give its Competitive Advantages for India. 4

SECTION—C

(Long answer type questions)

1. (a) Elaborate National Health Policy. 8

OR

- (b) How is Health Administration at Union level ? 8

2. (a) Explain the National Strategic Plan for tuberculosis elimination. 8

OR

- (b) What is the history of National AIDS Control Programme ? 8

3. (a) Give the importance of different languages in tourism industry with suitable example. 8

OR

- (b) Discuss the personal attributes required in hospitality industry. 8

4. (a) What are the types of services offered in Hospitality Industry ? Explain with suitable examples. 8

OR

- (b) Discuss the importance of Leisure or Recreation in Hospitality Industry. 8

5. (a) Explain the meaning of Health Tourism. What are its benefits ? 8

OR

- (b) What are the key factors contributing to the growth of health tourism in India ? 8