

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7161

Roll No.

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MBA

(SEM IV) EVEN SEMESTER THEORY EXAMINATION,
2009-2010

HOSPITALITY MANAGEMENT

Time : 3 Hours

Total Marks : 100

Note : Attempt all questions.

1. Attempt any four parts of the following : (4x5=20)

- What do you know about hospitality industry ? Explain.
- Discuss the components of tourism industry.
- Name all the department of hotels in India.
- What is conference and convention management. Elaborate.
- Explain FHRAI.
- Discuss the type of hotel room plans and rates.

2. Attempt any two of the following : (2x10=20)

- Discuss the basic travel regulations in India.
- Explain the historical growth and development of hospitality industry.
- What are the impacts of tourism in India. Explain.

3. Attempt any two of the following : (2x10=20)
- (a) How do you classify the hotels ? Elaborate in detail.
 - (b) What are the functions of front office ? Explain.
 - (c) What are the duties and traits of Housekeeping department ?
4. Attempt any two short notes of the following : (2x10=20)
- (a) IATA
 - (b) TAAI
 - (c) PATA
5. Attempt any two of the following : (2x10=20)
- (a) Describe marketing mix in Hospitality industry.
 - (b) What are the characteristics of Hospitality and tourism marketing.
 - (c) What are the procedures for the recognition of a travel agency.

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