

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

**PAPER ID : 7161**

Roll No.

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**M.B.A.**

(SEM. IV ) THEORY EXAMINATION 2010-11

**HOSPITALITY MANAGEMENT**

*Time : 3 Hours*

*Total Marks : 100*

**Note :** Attempt **all** questions. All questions carry equal marks.

1. Explain any **four** of the following : **(4×5=20)**
  - (a) Important landmarks in the growth of Hospitality Industry.
  - (b) Role of IATA.
  - (c) Travel motivators in tourism.
  - (d) Socio-cultural impacts of tourism.
  - (e) Concept of Domestic and International Tourism.
  - (f) Conference and convention management.
  
2. Attempt any **two** of the following : **(2×10=20)**
  - (a) Classify Hotels as per guidelines set by Department of Tourism, Government of India for star category Hotels.
  - (b) Mention different departments of a 5 star Hotel.
  - (c) List down types of Hotel rooms available in a 5 star Hotel.

3. Attempt any **two** of the following : **(2×10=20)**
- (a) Give organization chart of House keeping department of a large Hotel.
  - (b) Discuss coordination of Front Office with other departments.
  - (c) Explain the duties and responsibilities of Executive House-keeper.
4. Attempt any **two** of the following: **(2×10=20)**
- (a) Mention the aims of TAAI.
  - (b) Discuss the functions of IATA.
  - (c) Explain the procedure for recognition of Travel Agency.
5. Attempt any **two** of the following : **(2×10=20)**
- (a) Discuss market segmentation variables in tourism.
  - (b) Explain Hospitality and tourism marketing mix.
  - (c) Discuss the role of intermediaries in tourism.