

(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.

(SEMESTER-IV) THEORY EXAMINATION, 2011-12

HOSPITALITY MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

Note : Attempt questions from **all** Sections as directed.

Section – A

1. Answer **all** ten questions. **All** questions carry equal marks. 10 × 2 = 20
- What is Hospitality Management ?
 - State the glassware requirements in a restaurant.
 - Discuss the role of TAAI in promotion of Tourism.
 - Differentiate hotels with motels.
 - Explain duties of house keeping staff.
 - Differentiate Project Identification with Project Selection.
 - Differentiate alcoholic with non-alcoholic beverages.
 - What are sources of Travel motivators ?
 - Explain Service Characteristics.
 - Tax Rates applicable on hospitality sector.

Section – B

2. Answer any **three** of the following questions. 3 × 10 = 30
- What is star categorization in hotel industry ? Explain the essentials of a five star hotel.
 - Discuss the role of hospitality sector in the growth of Tourism industry.
 - Differentiate hotels with resorts.
 - Discuss the functions of IATA.
 - Explain the problems arising due to ill treatment of foreign tourists on the financials of hospitality sector.

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Section – C

Answer the following questions in not more than **500** words.

5 × 10 = 50

3. How can tourist demands be forecasted ? Also explain the factors responsible in determining the leisure tourist influx in a particular country.

OR

Hospitality industry has changed significantly in the recent past. Comment in light of the developments that have taken place in special reference to hospitality industry with specific examples.

4. Critically comment on the impact of liberalization on growth of Tourism industry in India. Has the growth been sector specific and if yes, how do you see the impact of ranging from sector to sector ? Explain with suitable illustrations.

OR

Assuming yourself to be a Manager of a Tours and Travel company, what motivational techniques would you practice keeping in mind the socio-cultural background of Tourists coming from Europe.

5. How important is the structure of an organisation in managing affairs of a hotel ? Design the organisational structure of a five star hotel that have recently started its operation in a Tier 2 city considering the constraints of a new property and the restricted market of the city.

OR

As the event manager in a five star hotel, you have to manage an International convention organised by an Industry Association. What are the preparations required for organising the event successfully ? Explain in detail.

6. Explain the laws governing travel agencies in the country. Do you think that the laws be made a little more stringent in the wake of rising security threats ?

OR

Explain the characteristics of Hospitality market of India. What do you think should be positioning of hotels at religious destinations ?

7. Write short notes on any **two** of the following :

- (i) Training for Hospitality Management
- (ii) More number of Tourist destinations and Rise in Hospitality industry
- (iii) Typologies of Tourism
- (iv) Marketing Mix for hospitality industry