

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT**

Term-End Examination

December, 2013

MHY-002 : INTRODUCTION TO HOSPITALITY

Time : 3 hours

Maximum Marks : 100

- Note :** (i) *Attempt any five questions.*
(ii) *Each questions carries 20 marks.*

1. Briefly describe **any two** of the following : **2x10=20**
 - (a) Definition and scope of "Hospitality".
 - (b) Departmentalization.
 - (c) Goals vis-a-vis strategies.
2. Describing the types and forms of Tourism Products and Services, throw some light on the grey areas that need innovative inputs. **20**
3. What do you understand by the term "Control System"? Highlight some of the prominent characteristics of the same. **20**
4. Write an essay on "Planning in Organisations : Challanges and Solutions". **20**
5. With the help of appropriate citations, describe "Organizational Missions". Also enlist the dimensions these should include. **20**

6. Discussing various forms of organizational structures usually adopted by medium level organizations in India, pen down some of the most common communicational hurdles between top and lower level management. 20
7. Write short notes on any four : 4x5=20
- (a) Role of managers in Hospitality Industry.
 - (b) Cruise Lines : Possibilities and Apprehensions.
 - (c) Investment decisions
 - (d) Qualities of effective leaders.
 - (e) Professional requirements expected from an hospitality aspirant.
8. Elucidating upon the concept of "Decision Marketing", suggest a five point strategy to enhance effectiveness of the same. 20
9. Write an essay on the 'Major Hotel Laws prevalent in the country vis-a-vis their effective implementation". 20
10. As a hospitality professional suggest blue-print to bring India amongst the Global leaders in next five years through improvement in quality of service and amenities. 20
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