

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT**

Term-End Examination

December, 2012

00616

MHY-002 : INTRODUCTION TO HOSPITALITY

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*
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1. Describe various tourism products and services. **20**
Explain how these are interrelated with Hospitality Industry ?

2. What is the role of a Manager in the Industrial kitchen ? Define with examples the duties and responsibilities. **20**

3. Write a descriptive note on *any two* : **2x10=20**
 - (a) What are the various challenges for present day Leaders/Managers in the Hotel Industry ?
 - (b) What should be various marketing decisions a budget hotels have to make in India ?
 - (c) How motivation of Man power can be a challenge for the management of a hotel ? Discuss with examples.

4. Discuss in detail the factors which Influence hotels Investing decisions making. Cite with examples from India. 20
5. What should be an optimum franchise model of operations for star category Hotels ? Identify the importance and its benefits. 20
6. Write a short note on *any four* : 4x5=20
- (a) Eco - Tourism in India
 - (b) Benefits of health and hygiene practises
 - (c) Manpower structure for a Quick Service restaurant
 - (d) Luxury hotels in India
 - (e) Present status of Budget airlines.
7. Explain in detail the major Influencing elements of Leading ? Does quality of Leadership decrease or increase-the profits of an organization ? 20
8. Elaborate in detail how would the present policies of Government of India affect (FDI) Foreign Direct Investment in the hospitality Industry in India ? 20

9. Make an organizational structure chart for a Luxury hotel or any other hospitality organisation with your personal practical experience. Suggest appropriate changes required to make the organizational structure more effective ? 20
10. Identify some of the challenges faced by the Industry in regards to Manpower ? Justify your answer with suitable examples from Private & Public Sector ? 20
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