

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT (MBA IHM)**

Term-End Examination

December, 2015

MHY-002 : INTRODUCTION TO HOSPITALITY

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt *any five* questions.

(ii) Each question carries **20** marks.

1. What do you understand by tourism products ? **20**
Discuss the characteristics of tourism products and services.
2. Discuss the role of a manager in the five star hotel. **20**
3. What is Co-ordination ? Discuss the role of **20**
Co-ordination between the various departments of a hotel.
4. Define planning. Discuss the role of planning in **20**
hospitality sector.
5. What is departmentalization ? How is **20**
departmentalization essential for smooth functioning of an organisation ?

6. Write short notes on **any two** of the following : **10x2=20**
- (a) Goals
 - (b) Strategies
 - (c) Tactics
7. Who is a leader ? Differentiate between successful and effective leader. **20**
8. What is manpower management ? How is manpower management different for various hospitality establishments ? **20**
9. Why selection and recruitment is integral part for the human resource department ? Explain with examples. **20**
10. Explain the factors which influence hotels investing decision making. **20**
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