| MHY-002 |

MBA IN INTERNATIONAL HOSPITALITY MANAGEMENT

Term-End Examination

June, 2012

00830

MHY-002 : INTRODUCTION TO HOSPITALITY

Time : 3 hours   *Maximum Marks : 100*

Note :   (i)   *Any five questions are to be attempted.*
          (ii) *Each question is of 20 marks.*

1.   Describe a Manager's role in the Five star category   20
     hotel. Explain with examples.

2.   List various departments of a hotel. How is   20
     Co - ordination essential between them for smooth
     faunctioning of the hotel ?

3.   Write descriptive notes on *any two* :   2x10=20

     (a)   Various marketing decisions required for
           opening a new Luxury hotel in India.

     (b)   How is manpower management different
           for various hospitality establishments ?

     (c)   What are the various leadership challenges
           in the present Indian hospitality Industry ?

4. "The Priorities for hotel Investors and hotel owners / operators are different while making investment decisions". Explain and clarify the statement as true or false with examples. **20**

5. What should be an optimum franchise model to be adopted for operations for a fast food outlet or a QSR (Quick Service Restaurant) ? Discuss the importance and its benefits. **20**

6. Write short notes on *any four* : **4x5=20**

   (a) Benefits of budget hotels to the end consumers

   (b) Present status of cruise line Industry in India.

   (c) Present status of aviation Industry in India.

   (d) What are the traits and behaviour of an Eco-Tourist ?

   (e) What are the benefits of E-Commerce for Indian Hospitality Industry.

7. Explain in detail the major Influencing elements of directing ? How are they different from Leading ? **20**

8. Why is selection and Recruitment Integral part for the Human Resource Department ? **20**

9. Are an organizations vision, mission and goals   20
different or similar to each other ? What would
be a long term or a short term orientation for an
organization ?

10. "Standard Operating Procedures (S.O.Ps) for any   20
department in a hotel are a necessary evil or a
beneficial practises required for smooth
operations". Discuss with examples from your
practical experience from any organization ?