

00158

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

Term-End Examination

June, 2016

MHY-002 : INTRODUCTION TO HOSPITALITY

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) Each question carries 20 marks.

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1. What do you understand by hospitality industry ? 20
Discuss the management challenges in hospitality.
 2. Explain the basic steps involved in designing a 20
control process.
 3. Mention the elements of an organisation structure. 20
Discuss the external factors that influence the
choice of an organisation structure.
 4. What do you understand by leadership ? Discuss 20
theory X and Y of leadership.
 5. List various departments of a hotel. How is 20
co-ordination essential between departments for
smooth functioning of the hotel ?

6. Define a Manager. Explain the duties and responsibilities of a manager in the budget hotel. 20
 7. Explain the challenges faced by the hospitality industry with regard to manpower management. 20
 8. What should be an optimum franchise model of operations for star category hotels ? Identify the importance and its benefits. 20
 9. Explain in detail the major influencing elements of directing. How are they different from leading ? 20
 10. Describe organisational missions. Also enlist the dimensions these should include. 20
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