

00125

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT**

Term-End Examination

June, 2017

MHY-002 : INTRODUCTION TO HOSPITALITY

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions in all.

(ii) All questions carry equal marks.

1. Describe Manager's Role in a Quick Service Restaurant. Explain with examples. **20**
2. Why are organizational structure specifications important for Airlines ? Draw the organizational structure of any Airlines. **10x2=20**
3. 'Brand competition' is a necessity for modern hospitality industry ? Discuss in 500 words. **20**
4. Write short notes on any two : **10x2=20**
 - (a) Leadership
 - (b) Team Management
 - (c) Decision Marketing
5. (a) Differentiate between Goals and Mission. **10**
(b) Why is motivation of employees critical for hospitality org ? **10**

6. How does Economic Environment affects the hospitality industry ? Cite examples from recent developments. 20
7. What are the different classifications of lodging properties. Justify the importance of Classification of Hospitality Product. 10x2=20
8. Elaborate on various marketing decisions required for opening of a new luxury hotel in India. 20
9. Explain in detail role of recruitment and selection in creating customer delight. 20
10. Write short notes on any four : 5x4=20
- (a) Need for effective team management
 - (b) Future of Indian Hospitality Industry
 - (c) PMS (Property Management System)
 - (d) Effects of increase in House hold income on hospitality industry.
 - (e) Effects of Regulator laws concerned with environment laws for hotel in recent past.
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