

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

Term-End Examination

June, 2019

00564

MHY-002 : INTRODUCTION TO HOSPITALITY

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) Each question carries 20 marks.

1. Define Hospitality. Discuss the growth and development of Hospitality Industry in India. 20
2. Describe the present status of Indian Hospitality Industry. 20
3. What is control ? Elaborate its process and importance. 20
4. Write a notes on : 2x10=20
 - (a) Management contract
 - (b) Franchising
5. What is an ownership structure ? Give the importance of Corporate Form of ownership structure in Hotel Business. 20
6. Elaborate the main challenges and issues occurred in the management of a hotel during the last five years with specific reference to India. 20

7. What is Leadership ? Discuss the factors influencing the Leadership in Hospitality Industry. 20
8. Define Planning. Illustrate the importance and process of planning in Hospitality Industry. 20
9. Write a note on : 20
(a) Future of Indian Hospitality Industry
(b) Management Ethics
10. Define Manpower Planning. Discuss the factors affecting manpower planning in a hotel of 5 star classification. 20
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