

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT**

Term-End Examination

December, 2011

MHY-002 : INTRODUCTION TO HOSPITALITY

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *Answer any five questions.*
(ii) *All questions carry equal marks.*
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1. Review the role and responsibilities of hospitality business promoters to cater the needs of international tourists. 20
2. Define the conceptual meaning of tourism products and services and write a descriptive note on tourist oriented products. 20
3. What are the social and economics objectives of hotel and catering properties ? 20
4. Evaluate the significance of hotel laws and compare and contrast its role in holistic business promotion of India's hospitality organizations. 20
5. Brand competition among hospitality organisation is market decision'. Elucidate this statements in context of the budget category hotel properties emerging in Indian market. 20

6. Outline the overall significance of India Tourism Development Corporation in hospitality promotion and suggest appropriate measures for its effective market share. 20
7. Discuss the average expenditure pattern of tourist traffic in hospitality products and suggest some measures to enhance their purchasing and consumption power. 20
8. What are the emerging trends and issues in hospitality industry in South and South East Asia and identify some of challenges the industry is expected to face in 21st century. 20
9. How far the Govt. of India's open sky policy 1992 promoted the hospitality industry in India ? Justify your answer with suitable examples from Private Sector. 20
10. Write short notes on *any two* of the followings :
- (a) Typology of soft skills required in hospitality business promotion 10+10=20
 - (b) Business promotion structure of a 5 - star hotel property
 - (c) Business management techniques required to a time share property
 - (d) Use and relevance of Franchise relationship in hospitality units