

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

Term-End Examination

00241 December, 2014

MHY-002 : INTRODUCTION TO HOSPITALITY

Time : 3 hours

Maximum Marks : 100

Note : Answer any **five** questions. All questions carry equal marks.

1. How is the Hospitality industry linked with Aviation, Cruise lines and Industrial kitchens ?
Illustrate your answer with suitable examples. 20
2. "A good manager brings overall development to the hotel." Justify. 20
3. Write short notes on any **two** of the following : 2×10=20
 - (a) Need of co-ordination between various departments of a hotel
 - (b) Brand Competition
 - (c) Manpower Management

4. Define Planning. What are the major areas of planning in a hospitality business ? Discuss. 20
5. How will you manage a hospitality business ? What areas will you consider while managing the business ? 20
6. Write short notes on any **two** of the following : $2 \times 10 = 20$
- (a) Franchise Relationship
 - (b) Characteristics of Control System
 - (c) Importance of Hotel Classification
7. Define Tourism Product. How is it different from other products ? Discuss with suitable examples. 20
8. Explain the major constraints of hotel investment in India with suitable examples. 20
9. Why is it important to consider the environment while doing hotel planning ? Justify your answer with suitable examples. 20
10. Write short notes on any **two** of the following : $2 \times 10 = 20$
- (a) Leadership Styles
 - (b) Team Management
 - (c) Decision Making