

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

Term-End Examination

December, 2016

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 Five star Category hotel. Explain with examples. **20**
2. Why are organizational structure specifications important for cruise liner ? Draw the organizational structure of any cruise liner. **10x2=20**
3. 'Manpower Management' is a necessity for a modern hospitality organization. Discuss in 500 words. **20**
4. Write short notes on any two : **10x2=20**
 - (a) Franchise relationship
 - (b) Hotel Investment decisions
 - (c) Characteristic of Control systems in hotels
5. Differentiate between strategies and tactics. Elaborate in relation to Quick Service restaurants. **20**

6. How does Social Environment effects the hospitality Industry ? Cite examples from recent developments. 20
7. What are the different classifications of Hotel Properties ? Justify the importance of classification of hospitality product. 10x2=20
8. Elaborate on various leadership challenges faced in the present Indian hospitality Industry. 20
9. 'Commonwealth Games 2010'. Were they bane or boon for lodging Industry of Delhi ? Discuss with examples. 20
10. Write short notes on any four : 5x4=20
- (a) Importance of Planning for hotels.
 - (b) Need for effective hotel marketing.
 - (c) Motivational challenge for hotels.
 - (d) Effects of increase in sale tax.
 - (e) Effects of increase in minimum labour wages for hospitality industry.
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