

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

**Term-End Examination  
December, 2017**

**MHY-002 : INTRODUCTION TO HOSPITALITY**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any five questions, each carries 20 marks.*

1. Define hospitality. Illustrate co-ordination and cooperation in various departments of a five star hotel. 20
2. Illustrate the procedure for classification of hotels in India. 20
3. What is planning ? Discuss the need and importance of planning in hospitality industry. 20
4. Write a descriptive note on directing and controlling. 20
5. What is an organisational structure ? Discuss the organisational structure of any 5 star hotel located in India. 20
6. Illustrate various management techniques used in managing hospitality business in India. 20
7. What is HRM ? Discuss main objectives and importance of HRM in hotel industry. 20

8. What is motivation ? Discuss various motivational factors in context to a multinational hotel chain having presence in India. 20
9. Write notes on : 20  
(a) Hotel franchise  
(b) Hotel investment
10. Illustrate the economic impacts of hospitality business of a large size hotel chain in India. 20
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