

00524

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT**

Term-End Examination

June, 2014

MHY-002 : INTRODUCTION TO HOSPITALITY

Time : 3 hours

Maximum Marks : 100

*Note : (i) Attempt **any five** questions in about **600** words each.
(ii) Each question carries **20** marks.*

-
1. Discuss the criteria for classification of hotels and lodging properties in the Indian context. **20**
 2. Elaborate the functions of different departments in a 5 star hotel property. **20**
 3. Write notes on **any two** of the following in about **300** words each : **10x2=20**
 - (a) Brand Competition
 - (b) Unique characteristics of Tourism Products and Services
 - (c) Budget Airlines in India.
 4. Explain the organizational structure of a 5 star hotel with special reference to the F & B department. **20**
 5. Elaborate the major challenges faced by Human Resource department in training and retaining employees while meeting the organisational goals of a luxury hotel. **20**

6. Discuss the implication of the various hospitality related policies and laws of the Govt. of India while making hotel investment decisions in the country. 20
7. Discuss the importance and relevance of Franchise in the hospitality industry. How are Franchise relationship established ? 20
8. Write short notes (150 words each) : 5x4=20
- (a) Organisational mission
 - (b) Industrial kitchen
 - (c) Budget hotels
 - (d) Employee motivation
9. Outline the overall significance of India Tourism Development Corporation (ITDC) and Federation of Hotels and Restaurants Association of India (FHRAI) in hospitality development and promotion in the country. 20
10. Discuss the impact of the recent flood at uttrakhand on the Indian hospitality Industry. 20
-