

**MBA IN INTERNATIONAL HOSPITALITY  
MANAGEMENT**

**Term-End Examination**

**June, 2015**

**MHY-002 : INTRODUCTION TO HOSPITALITY**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any five questions in all. All questions carry equal marks.*

1. How does environment concern contribute into the business of Hospitality Management ? Illustrate your answer with examples. **20**
2. Explain the basic principles of Hospitality Management with suitable examples. **20**
3. Write short notes on : (any two) **10x2=20**
  - (a) Role of a manager in Hospitality Industry.
  - (b) Selection and employment procedure for Hospitality industry.
  - (c) Need of Organizational Mission.
4. Why is it important to understand the economics of Hospitality Business ? Explain areas of Hospitality Business Economics with examples. **20**

5. What are the major constraints of Manpower planning in Hospitality Industry ? Suggest solutions to eradicate such constraints. 20
6. Define organisational structure. Draw the organisational structure of any 3 Star Hotel. 20
7. What do you mean by Motivation ? How does motivation help in minimising challenges in Hospitality Industry ? Justify your answer with suitable examples. 20
8. Why is it important to have co-ordination between various departments of a Hotel ? Illustrate your answer with examples. 20
9. Write short notes on : 4x5=20
- (a) Need of classification of Hotels.
  - (b) Hotel Investment Decision.
  - (c) Decision Marketing.
  - (d) Characteristics of Control System.
10. Define Tourism Product. Differentiate tourism product with other commodity products with suitable examples. 20
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