

Paper Code: MBA-OP02	Roll No. <table border="1" style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>										

MBA
(SEM IV) EVEN SEMESTER EXAMINATION, 2015-16
HOSPITALITY MANAGEMENT

[Time: 3 hrs.] **[Max. Marks: 100]**
Note: - Attempt all questions. All Questions carry equal marks.

1. Attempt any four parts of the following: - **[5x4=20]**
 - (a) Explain the nature of Hospitality Industry.
 - (b) What are the challenges for Hospitality Industry in the present scenario?
 - (c) What is the typology of tourism product?
 - (d) What do you mean by the term 'Travel Motivators'?
 - (e) State the traits and duties of housekeeping staff.
 - (f) List the benefits of IATA.

2. Attempt any two parts of the following: - **[10x2=20]**
 - (a) State the importance of Hospitality Industry.
 - (b) What are the various aspects of Hospitality Industry?
 - (c) Explain the importance of training in Hospitality Industry.

3. Attempt any two parts of the following: - **[10x2=20]**
 - (a) Explain tourism as an industry.
 - (b) What do you mean by domestic and international tourism? Give suitable examples.
 - (c) Describe tourism product. What are its different features?

4. Attempt any two parts of the following: - **[10x2=20]**
 - (a) What are the various classifications of hotels?
 - (b) Discuss the different types of hotel rooms.
 - (c) Explain the various departments involved in the front office coordination.

5. Attempt any two parts of the following: - **[10x2=20]**
 - (a) List the steps involved in setting up of a travel agency.
 - (b) What are the types of tour operators?
 - (c) Design a marketing strategy for the launch of a five star hotel at Lucknow.