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Paper Id: 271212 Roll No. | | | | | | | | | | |

MBA

(SEM IV) THEORY EXAMINATION 2018-19

HOSPITALITY & TOURISM MANAGEMENT

Time: 3 Hours ***Total Marks: 100***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. **2 x 10 = 20**

a. Define hospitality industry.
b. Explain travel motivators.
c. Define service equipments.
d. Explain MICE.
e. Explain objectives of WTO.
f. Explain marketing positioning in tourism.
g. Describe customer care in hospitality industry.
h. What are thc different forms of tourism?
i. What are markcting strategies?
j. What is on-line marketing?

SECTION B

2. Attempt any *three* of the following: **10x3=30**

a. Describe contribution of hotcl industry in Indian economy.
b. Explain need of organization. Write various forms of organization structure in hotel industry.
c. How can menu be an effective tool for marketing of hotel and rcstaurant? List the factors for designing the menu.
d. What is full form of PATA? Write function and role of PATA in tourism.
e. What is scgmcntation in hospitality? How segmentation is donc for target audience?

SECTION C

3. Attempt any *one* part of the following:

a. "The dcvelopmcnts in technology and transport infrastructure, such as jumbo jet, low-cost airlincs and morc accessible airports have made many types of tourism more affordable". Explain
b. Explain nature, Evolution and Growth of Hospitality Industry worldwide.

4. Attempt any *one* part of the following:

a. What is domcstic and international tourism? Why international tourism is important?
b. State thc various departmcnt of a categorized hotel. Write responsibilities of various departments for the sustainability of the hotel.

5. Attempt any *one* part of the following:

a. Describe the traits & duties of House Keeping Staff. Why employees of housekeeping department should have Knowledge of other Departments? Explain
b. Explain about Alcoholic & Non-Alcoholic Beverages served in hotels of India.

6. Attempt any *one* part of the following:

a. Explain marketing mix in every stage of product life cycle.
b. What is marketing? Explain in detail the marketing mix of tourism industry with the help of suitable example.

7. Attempt any *one* part of the following:

a. What is advertising? Explain its role in promotion of hospitality marketing?
b. "Hospitality sales are different from consumer goods sales because marketers must sell tangible as well as intangible produets. They may be marketing services rather than goods, and success hinges on creating the right *feeling* among consumer". Explain

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