

Avinashilingam Institute for Home Science and Higher Education for Women
Coimbatore – 641 043

Master 's Degree Examination – November-2017
Semester III

Class : II PG
Major : MBA (Tourism and Travel Management)

Time: 3 hours
Max. Marks: 60

15MTAC16A – HOSPITALITY MANAGEMENT

Part A

10 x 1/2 = 5

Choose the correct answer

1. Founder of Holiday Inn
a. Wilson b. Johnson c. Hyatt d. None of the above
2. Digging for Gold is associated with
a. Hyatt b. Hilton c. Radisson d. Taj
3. Commercial lodging caters to _____ Travellers
a. Leisure b. Transit c. Medical d. Business
4. Vacation ownership is popularly known as
a. Time share b. Lifetime c. Motels d. Casinos
5. Cleaning guests rooms is taken care by _____ Department
a. Front office b. Security c. House keeping d. Room service
6. The concept of Capsule developed in
a. China b. Japan c. Germany d. France
7. Room rent+ Breakfast + One meal is
a. AP b. EP c. CP d. MAP
8. The symbol of Indian Hospitality is
a. The Oberoi b. Marriott c. Taj d. Hyatt
9. Juggler works in
a. Kitchen b. Bar c. Front office d. Laundry
10. Go show is _____ customer
a. Walk-in b. Reserved c. Lean d. None of the above

Part B

5 x 4 = 20

Answer ALL questions

Each answer should not exceed 200 words or one page

- 11.a. Write a brief note on Target market
(Or)
- 11.b. Explain Pattern of Authority
- 12.a. Give an account on Inventory control
(Or)
- 12.b. Explain the procedures on Loss prevention
- 13.a. Bring out the characteristics of a successful Sales Department
(Or)
- 13.b. Explain the significance of Food and Beverage Department.
- 14.a. Describe Market Study and Appraisal Process
(Or)
- 14.b. Explain the various steps in financing the project.
- 15.a. What do you understand by Management contracts?
(Or)
- 15.b. What is meant by Franchise? Explain its importance.

Part C

5 x 7 = 35

Answer ALL questions

Each answer should not exceed 600 words or three pages

- 16.a. Bring out the history and growth of lodging industry globally
(Or)
- 16.b. Throw light on Lodging industry classification
- 17.a. Describe the role and responsibility of Housekeeping Department.
(Or)
- 17.b. Explain the significance of Front Office Management.
- 18.a. Write the role played by the Human resource in a hotel.
(Or)
- 18.b. Elucidate the growth and role of MICE market in India.
- 19.a. Elaborate the history of Indian Hotel Industry.
(Or)
- 19.b. Explain the various career opportunities in Hospitality.
- 20.a. Explain the role of Technology in Hospitality Industry.
(Or)
- 20.b. Bring out the role of Hospitality industry in the growth of a country.
