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Register Number :

6910

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.

(HOTEL MANAGEMENT AND TOURISM)

(FIRST YEAR)

170 — HOTEL MANAGEMENT – PRINCIPLES AND PRACTICES

Time : Three hours

Maximum : 75 marks

SECTION A

Answer any FIVE questions. (5 × 3 = 15)
All questions carry equal marks.

1. List the principles in hotel Management.
2. List the different types of hotels.
3. List the duties of room service.
4. What is the need of giving Advertisement for hotels?
5. Write a small note on the services provided by hotel.
6. Define competition.
7. Differentiate advertisement with publicity.
8. Enumerate the significance of customer relationship department.
9. Specify the uses of computer in hotels.
10. What are the features of a three star hotel?

SECTION B

Answer any THREE questions. (3 × 10 = 30)
All questions carry equal marks.

11. Discuss the qualities to be possessed by a hotel manager.
12. What are the different types of charges collected by the five star hotels? Explain.

13. Explain the strategies formulated by ordinary hotels to subsist in competition on hilly areas.
14. Discuss the strategies formulated by hotels to satisfy customers to the utmost level.
15. Write an essay on the growth of beach resorts in Tamilnadu.

SECTION C

Answer any ONE question. (1 × 15 = 15)

16. “Resort is more attractive than star hotels” – Comment.
17. “Many foreign tourists suspect the security provisions in Indian hotels” – contradict the statement with your justification.
18. Discuss the various promotional strategies adopted by star hotels in India.

SECTION D

(Compulsory) (1 × 15 = 15)

19. “Sustaining the taste and varieties are essential for retaining hotel customers” – Justify.
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