MB118E

Sl.No. :

Total No. of Pages : 3

Third Semester M.B.A. Degree Examination, May - 2025
(SLM Scheme) (Non CBCS)
MANAGEMENT
Elective - E : Hospitality Management

Time : 3 Hours **Max. Marks : 80**

SECTION - A

1. Answer any five sub-questions. Each sub question carries three marks : [5 × 3 = 15]

a) What are the key components of a hotel operating concept?

b) How does effective communication enhance guest relationships in a hotel setting?

c) What technology tools are commonly used in the front office to manage reservations and guest information?

d) Name any three techniques in greeting the customer for effective welcoming in hotel.

e) What are the problems encountered in catering industry?

f) What are the basic common etiquettes should have for hotel managers?

g) Name any four scope of hospitality management.

SECTION - B

Answer any four sub-questions. Each question carries five marks : [4 × 5 = 20]

2. Explain in detail the role of housekeeping in hotels.

3. Explain in detail problems encountered by restaurants in competing with gig workers.

4. Evaluate the challenges faced by the restaurants in India.

5. Describe the importance of hospitality in aviation industry.

6. Write a short note on Restaurants in India.

7. Write a short note on hotel industry in India.

SECTION - C

Answer any three questions. Each question carries ten marks : [3 × 10 = 30]

8. Analyze the role of technology imparting hotel industry in India.

9. Brief about duties & responsibilities of front office executives.

10. Write a short note on online booking system in hotel industry.

11. Brief about the competencies of housekeeping in hotels.

12. Write a short note on role of digital marketing in hotel industry.

SECTION - D

13. Case (Compulsory). **[1 × 15 = 15]**

Oceanview Resort, management recognized the need to improve guest satisfaction and loyalty amidst increasing competition. To address this, they implemented a comprehensive hospitality management strategy focused on personalized service and staff training. The resort introduced a guest feedback system that allowed visitors to share their experiences in real-time, enabling staff to address concerns promptly. Additionally, training programs were established to empower employees with skills in customer service and problem-solving. As a result, Oceanview Resort saw a significant increase in positive reviews and repeat bookings, demonstrating the effectiveness of their hospitality management approach.

Questions :

a) What specific strategies did Oceanview Resort implement to enhance guest satisfaction?

b) How did the introduction of a guest feedback system impact the resort's service quality?

c) In what ways did staff training contribute to the overall success of the hospitality management strategy?

d) What measurable outcomes did Oceanview Resort experience as a result of their new approach to hospitality management?