MBSC-3.3E

Sl.No. :

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Third Semester M.B.A. Degree Examination, February - 2024
(CBCS) (SLM Scheme)
MANAGEMENT
Tourism (Elective - E)
Hospitality Management

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

SECTION - A

Answer any five questions. Each question carries five marks : [5 × 5 = 25]

Q1) Explain the scope of hospitality management.

Q2) Explain the functions of housekeeping.

Q3) State the importance of CRM in hospitality management.

Q4) Explain the organizational structure of hospitality industry.

Q5) What are the barriers of communication in hospitality management.

Q6) Discuss the concept of front office.

Q7) List any 4 tourism destinations of Karnataka.

SECTION - B

Answer any four questions. Each question carries ten marks : [4 × 10 = 40]

Q8) Discuss the growth of hospitality management.

Q9) Discuss the types of hotels classification.

Q10) Describe the functions of various linkages in tourism.

Q11) Explain the various competencies of housekeeping.

Q12) Discuss the career growth in hospitality industry.

Q13) Critically evaluate the different factors affecting tourism industry.

SECTION - C

Q14) **Case (Compulsory) : [1 × 15 = 15]**

Ms. Rane has built a luxury hotel with 150 rooms in which 15 VIP rooms are included in the state of TamilNadu. He wants to get the hotel top rating in the industry, but he recruit the person who is unable to speak and understand local language in TamilNadu. A VIP guest from France arrives at a hotel in a metropolitan city in India. He is unable to speak and understand the local language.

Questions :

a) Which interpersonal skill is required by the hotel staff to handle this situation and provide best services to this guest?

b) Mention an appropriate phrase used by the hotel staff to welcome a guest.

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