MBSC-3.3 E

Sl.No. :

Total No. of Pages : 2

Third Semester M.B.A. Degree Examination, June/July - 2024
(CBCS) (SLM Scheme)
MANAGEMENT
(Elective - E : Tourism)
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 nature of hospitality management.

Q2) Explain the function of front office management.

Q3) State the importance of housekeeping.

Q4) Explain the organizational structure of hospitality industry.

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

Q6) Discuss the types of hotels classified based on location and ownership.

Q7) "Customer Service is the backbone of any industry to retain the customers". Explain.

SECTION - B

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

Q8) Discuss the growth of hospitality management.

Q9) Explain the various services offered by hospitality management.

Q10) Discuss the role and responsibility of front office personnel.

Q11) Explain the importance of CRM in hospitality management.

Q12) Describe Independent tour operations.

Q13) Discuss the various types of guest rooms.

SECTION - C

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

Ms. Ritu is a regular guest at a hotel. She checked in on a weekend and ordered her favorite soup. On receiving the soup, she noticed a piece of packaging paper in the bowl. Ms. Ritu immediately complained to the Manager about this.

Question :

a) If you are the Manager of the hotel, how would you have handled Ms. Ritu's complaint.

b) Briefly explain any four ways in which you would have tackled the situation.

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