MBSC-3.3E

Sl.No. :

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Third Semester M.B.A. Degree Examination, June - 2025
(SLM Scheme) (CBCS)
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 growth of hospitality management.

Q2) Explain the role of travel agent in tourism.

Q3) State the importance of communication in a hotel.

Q4) Explain the organizational structure of hospitality industry.

Q5) What are main objective of tourism industry?

Q6) Discuss the functions of front office in a hotel

Q7) Explain the operations of housekeeping.

SECTION - B

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

Q8) Discuss the classification of hospitality management.

Q9) Discuss any four important phases used by hotel staff while handling a reserve queries for a guest room.

Q10) Explain the role of social media in tourism industry.

Q11) Explain the various services of restaurant industry.

Q12) Discuss the recent trends in hospitality industry.

Q13) Critically evaluate the different factors affecting tourism industry.

SECTION - C

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

Raj is a young entrepreneur who recently graduated from a prestigious hospitality management program in India. With a passion for food and service, he decided to open a boutique bed and breakfast in the scenic hills of Madikeri. Raj faced several challenges and opportunities as he embarked on this exciting journey.

The hospitality industry in India is highly competitive, with many established hotels and resorts already catering to tourists. Raj needed to differentiate his accommodation and breakfast to attract guests. Finding skilled and reliable staff in a remote location was a challenge for Raj. Recruiting and training a competent team proved to be time-consuming and costly. Promoting his rooms and breakfast to a wider audience required effective marketing strategies. Raj needed to create a strong online presence and engage with potential guests through social media platforms.

As an environmentally conscious entrepreneur, Raj wanted to implement sustainable practices in his business operations. Finding eco-friendly suppliers and ensuring energy efficiency were important considerations. Further Providing exceptional customer service to guests was crucial for the success of Raj's bed and breakfast. Ensuring guest satisfaction and addressing any issues promptly were key priorities.

However Raj could see the below opportunities to run his business in Madikeri.

i) Raj had the opportunity to showcase the rich culture and heritage of Madikeri, through curated experiences for his guests. Offering local cuisine, guided hikes, and cultural activities added value to the guest experience.

ii) Partnering with local artisans, tour operators, and businesses allowed Raj to create unique offerings for his guests. Collaborations with local stakeholders helped enhance the overall guest experience.

iii) Understanding the preferences and needs of his guests allowed Raj to personalize their stay and exceed their expectations. Offering bespoke services and personalized recommendations created a memorable experience for guests.

iv) Leveraging technology for online bookings, guest management, and feedback collection streamlined operations for Raj. Implementing a user-friendly website and online booking platform made it convenient for guests to book their stay. He uses booking.com and such other websites.

v) Engaging with the local community and supporting social initiatives helped Raj build a positive reputation for his business. By participating in community events and contributing to local causes, Raj strengthened his ties with the community.

Questions:

a) Identify the challenges in the hospital management industry apart from those listed above.

b) How Raj can convert these opportunities in to strength to be a top choice for the costomers.

