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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015**(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)**

1. List out the principles of Hotel Management.
2. List the different types of hotels.
3. List the duties of room services.
4. What is product departmentalization?
5. Write a small note on motel.
6. What do you mean by price discrimination?
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)**

11. Discuss the qualities of a good hotel manager.
12. Explain the different pricing strategies adopted by five star hotels.
13. Discuss the significance of ordinary hotels to the inhabitants of any particular place.
14. Discuss the significance of advertising for a hotel business.
15. Write an essay on the growth of beach resorts in Tamilnadu.

SECTION - C**Answer any ONE question****(1 × 15 = 15)**

16. Write an essay on Management by Results.
17. "Many foreign tourists suspect the security provisions in Indian hotels"- contradict the statement with your justification.
18. As a marketing manager for a five star hotel formulate promotional strategies of your own choice.

**SECTION - D
COMPULSORY****(1 × 15 = 15)**

19. "According to modern concepts, control is a foreseeing action whereas earlier concept of control was used only when errors were detected"- Justify.

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