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Register Number:

**6752**

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION - 2011****(THREE YEAR PROGRAMME)****(THIRD YEAR)****(PAPER – XX)****341. HOTEL MANAGEMENT***December)**(Time: 3 Hours*

Maximum: 75 Marks

**SECTION – A (5 × 3 = 15)****Answer any FIVE questions.**

1. Write notes on:

- (a). Explain hotel and motel.
- (b). List out classification of hotels.
- (c). Innos – keeping
- (d). Explain commercial hotel.
- (e). Franchising.
- (f). Name of the folios maintained in hotel industry.
- (g). Explain Food cost reports.
- (h). Five star hotel.

**SECTION – B (3 × 10 = 30)****Answer any THREE questions.**

- 2. Discuss the types of accommodation in hotel industry.
- 3. Explain the recent trends and development of hotel industry in India.
- 4. What are the techniques used for estimating demand for rooms?
- 5. Explain the importance of marketing functions in hotel industry.
- 6. Compare conventional hotels and modern hotels.

**SECTION-C (2×15=30)****Answer any TWO questions**

- 7. Write the duties and responsibilities of hotel manager.
- 8. Discuss the major groups of hotels in India.
- 9. What are the factors affecting determination of room rates during season and off season.
- 10. Discuss various factors that are to be specified while applying for category of hotels.

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