



MBA (TT) III/11.14.1052

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MBA (TT) DEGREE III SEMESTER EXAMINATION NOVEMEBR 2014

SMT 2304 HOSPITALITY AND RESORT MANAGEMENT
(2012 Scheme)

Time: 3 Hours

Maximum Marks: 50

PART A
(Answer *ALL* the questions)

(5 x 2 = 10)

1. What is alternative accommodation?
2. What is the al carte?
3. What is market segmentation?
4. What is resort planning?
5. What is room service?

PART B
(Answer *ANY FIVE* questions)

(5 x 4 = 20)

6. Describe the facilities and amenities of a four-star hotel.
7. How accommodation is classified on the basis of location and price?
8. Explain the types of assistances of state government for the promotion of hotel sector in Kerala.
9. Explain various sales promotion schemes and co-operative marketing approaches for hotel business.
10. What are the laws pertaining to the operation of accommodation sector in India?
11. Explain the distinction between the destination and resort.
12. Explain the various functions of front office in a star category of hotel?

PART C
(Answer *ANY TWO* questions)

(2 x 10 = 20)

13. Discuss the rising business opportunities in meeting, incentives, conference and exhibitions (MICE) in India.
14. Present the integration between tour operator and hotels for expansion of hospitality sector.
15. Discuss the principles for operation of hill resorts in the hill stations in India.
