



MBA(TT)III/12.13. 1055

**MBA (TRAVEL AND TOURISM) DEGREE III SEMESTER  
EXAMINATION DECEMBER 2013**

**SMT 2304 HOSPITALITY AND RESORT MANAGEMENT**

Time : 3 Hours

Maximum Marks: 50

- (2 x 5 = 10)
- I. What is the meaning of star category of hotel?
  - II. What is guest registration form?
  - III. What is physical evidence in hospitality business
  - IV. What is the meaning of resort?
  - V. What are the club food services?

**PART B**

(Answer *ANY FIVE* questions)

- (5 x 4 = 20)
- VI. Describe briefly the conventional types of hotel accommodation.
  - VII. Present an organizational structure of a five-star hotel and its linkages with each department.
  - VIII. What are the sources of investment in hotel sector? Explain each of the sources.
  - IX. Explain the marketing mix for the promotion of hotel rooms and other services.
  - X. What are the emerging business trends in lodging and food service industry in India?
  - XI. What are the characteristic features of a resort? Explain each of them briefly.
  - XII. Explain briefly the facilities and services of a beach resort?

**PART C**

(Answer *ANY TWO* questions)

- (2 x 10 = 20)
- XIII. Discuss the advantages and disadvantages of foreign direct investment in hotel sector in India.
  - XIV. What are the prospects of growth of home-stay accommodation in Kerala? Give your comments.
  - XV. Discuss the issues and constraints of growth of hotel industry in India.

\*\*\*