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MBA (TT) DEGREE III SEMESTER EXAMINATION NOVEMBER 2016

SMT 2304 HOSPITALITY AND RESORT MANAGEMENT
(Regular and Supplementary)

Time: 3 Hours

Maximum Marks: 50

PART A(Answer *ALL* questions)

(5 × 2 = 10)

1. What is hospitality industry?
2. What is service quality?
3. What is market segmentation?
4. What are club food services?
5. What is resort planning?

**PART B**(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. Present the linkages across the departments in a typical five-star report property.
7. Briefly explain the functioning of front office in a business hotel.
8. Briefly explain the hospitality marketing mix.
9. Describe briefly the concept of cooperative marketing.
10. Present some important laws governing the accommodation sector in India with respect to environment.
11. Explain the characteristics of a typical beach resort.
12. Explain various planning for development and management of resort in a hilly region.

PART C(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Broadly discuss the current trends of hotel business in India.
14. Discuss the scope of business of resort hotels in India.
15. How can branding and positioning be planned for hospitality business? Present with examples.