



MBA.T.III/11.979

**MBA (TRAVEL AND TOURISM) DEGREE III SEMESTER EXAMINATION
NOVEMBER 2011**

SMT 2302 HOSPITALITY AND RESORT MANAGEMENT

Time: 3 Hours

Maximum Marks: 50

(Answer ALL questions)

(5 × 10 = 50)

- I. A. Briefly explain the concept, origin and growth of Hospitality industry in India.
OR
B. Elaborate the organizational structure of a five-star hotel.
- II. A. Write own the important department of hotels with reference to the roles and functions of housekeeping.
OR
B. What are the important guidelines being stipulated and adopted for hotel classification of four and five-star hotel in India?
- III. A. What are the benefits of investment in tourism sector? How far Kerala can be an ideal investment destination in the hospitality sector?
OR
B. What is the role of CRM in Hospitality business and how it helps in the promotion of hospitality business?
- IV. A. What are the emerging trends in lodging and food service business and explain each of the trends?
OR
B. Briefly describe about the fast food chain in India with suitable examples.
- V. A. What are the different types of resort and its characteristics?
OR
B. Explain the scope for resort planning in India and what are the obstacles in the implementation of the planning for the development of world-class resort.
