

**M.B.A. (TRAVEL AND TOURISM) DEGREE III SEMESTER EXAMINATION  
NOVEMBER 2010**

**SMT 2302 HOSPITALITY AND RESORT MANAGEMENT**

Time: 3 Hours

Maximum marks: 50

(Each question carries TEN marks)

(5 x 10 =50)

- I. A. How do linkages and integration hospitality industry function and sustain? Explain.  
**OR**  
B. Describe different types of accommodations and how are they unique in delivering services?
- II. A. What are the roles and functions of front office? Explain them briefly.  
**OR**  
B. What is service quality? How is the service quality be improved in India's hospitality sector?
- III. A. What are the sources of investment in hotel sector? Is investment in hotel sector feasible in India?  
**OR**  
B. What is CRM? Discuss the significance and functions of CRM in the promotion of hospitality business.
- IV. A. What are ancillary service provider in the hospitality sector and explain their contributions to the hospitality sector.  
**OR**  
B. Discuss the current trends and practices in the lodging and food service industry in the metro cities in India.
- V. A. Describe different characteristics of resorts and highlight their unique facilities and amenities.  
**OR**  
B. Explain the approaches adopted by the resort companies to reduce the negative impact of their operations on ecology and environment.

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