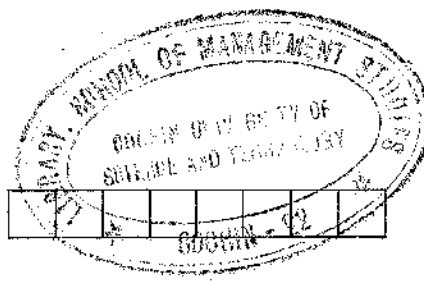


MBA (TT) III/11.15.0865

Reg. No.



MBA (TT) DEGREE III SEMESTER EXAMINATION NOVEMBER 2015

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 a meal plan?
2. What do you mean by 'banquet'?
3. Explain hotel check-in.
4. What is uniformed service?
5. What is a 'resort'?

PART B
(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. List out the types of accommodation based on the location.
7. Give a brief account of linkages of accommodation industry.
8. Discuss the need for effective communication in the front office.
9. Explain the service gap model with reference to hospital industry.
10. Highlight the product positioning strategies of hotel industries.
11. Discuss the trends in lodging and food service industries.
12. Distinguish between Destination and Resort.

PART C
(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Discuss the different food service industries in India.
14. Briefly explain the various stages of formulating a resort plan.
15. Discuss the marketing mix suitable for a resort starting operation in a popular hill station.
