

HOSPITALITY MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10x2 = 20)

- 1 Define the term 'Hospitality management'. \*
- 2 What is leadership?
- 3 Expand LSRW?
- 4 Why is eye contact important in communication?
- 5 Define trade mark.
- 6 What is IPR?
- 7 What is customer service?
- 8 Write two benefits of reading skill.
- 9 What is intuition? \*
- 10 Define copy right.

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 5 = 25)

- 11 a What are the types of leadership? Discuss.  
OR  
b Write short notes on strategic & operational planning in hospitality management.
- 12 a What is the necessity of organization structure? Discuss.  
OR  
b Write down the benefits of control measures in hospitality management.
- 13 a Explain the scope & process of communication.  
OR  
b Write short notes on intuition decision making.
- 14 a What is the importance of intellectual property rights? Explain.  
OR  
b What is the difference between trade mark and a registered trade mark?
- 15 a Write down five customer service principles of hospitality management.  
OR  
b How important is customer service in hospitality industry?

SECTION - C (30 Marks)

Answer any THREE Questions .

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Write a brief note on managerial skills in hospitality management.
- 17 What, are all the different types of control process with suitable examples? Explain.
- 18 How could overcoming barriers in effective communication?
- 19 What is the importance of trade mark protection? - Explain.
- 20 How do you recover from bad experience from customer service? - Explain with suitable example.