

VVM's

Shree Damodar College of Commerce and Economics
Comba –Margao Goa
M.Com. (Semester-IV) Examination, April 2015

CO4B5: HOSPITALITY MANAGEMENT

Duration: 2Hour

Total Marks: 38

Instructions: 1) Answer all the questions

2) Figures to the Right Indicate Full Marks

Q. 1) Answer the following questions: -

(3x2=6)

- a. Chain Hotels
- b. Franchise
- c. Motels

Q. 2) (x) Explain the role of hospitality industry in economic development of a country.

(8)

OR

(y) Write a detail note on lodging industry.

Q. 3) (x) 'Hospitality industry's growth depends upon the growth of tourism industry'.

Elaborate.

(8)

OR

(y) Does the growth in franchise outlets can be considered as contributing factor in the development of hospitality industry? Elucidate.

Q. 4) (x) Discuss the role of human resource management in hospitality industry.

(8)

OR

(y) Explain about various career opportunities available in hospitality industry.

Q. 5) (x) 'The fairs and exhibitions conducted in India and abroad contribute towards the growth of hospitality industry in India'. Explain.

(8)

OR

(y) Discuss the important elements required to be a successful food service provider.
