

**B.B.A. (2010 COURSE) SEM- V : WINTER - 2017**  
**SUBJECT: Elective-I: c) PRINCIPLE & CONCEPTS OF HOSPITALITY**  
**MANAGEMENT (HM)**

Day: **Tuesday**  
Date: **14/11/2017**

**W-2017-1577**

Time: **02.00 PM TO 05.00 PM**  
Max Marks: **70**

**N.B:**

- 1) **Q.No.1 is COMPULSORY.**
- 2) **Attempt any FOUR questions from Q.No.2 to Q.No.7.**
- 3) **Figures to the right indicate FULL marks.**

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- Q.1** Your company an automobile manufacturer is planning to expand to the hospitality industry by setting up a service of star hotels pan India. You are appointed as the VP marketing for the hotel chain. Design a marketing mix for the launch of star hotels pan India. **(14)**
- Q.2** Explain in detail the concept of hospitality marketing and its future. **(14)**
- Q.3** Discuss the role played by major hotel groups in developing Indian Tourism. **(14)**
- Q.4** ‘ITDC has played a key role in developing to tourism in India ‘. Discuss. **(14)**
- Q.5** Explain what is a star hotel and classification of star hotels. **(14)**
- Q.6** ‘India is a land of diverse culture, religion and festivals and each festival has its own flavor & menu’. Discuss. **(14)**
- Q.7** Write short notes on any **TWO** of the following: **(14)**
- a) Great leader is in hotel industry.
  - b) Major Star hotels in India
  - c) Alcoholic & Non Alcoholic beverage

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