

- Q.2 i) Discuss the impact of frauds and thefts in hotel industry.
ii) Define Legalization with respect to hotels. What is its importance?
iii) Explain the underlying concept of Gambling.
iv) Explain SWOT analysis giving suitable examples.
v) Define Motivation. Explain using the Motivator-Hygiene theory.
vi) What is a Trademark? Explain the process of applying for trademark in India.
vii) Write the aims and objectives of Strategic Planning in an organization.

SECTION-C

Note: This section has very short answer type questions. Answer any 2 parts. Each question carries 10 marks. $(2 \times 10 = 20)$

- Q.3 Discuss how Globalization has brought up changes in hotel industry. Explain its pros and cons.
Q.4 Define Consolidation. How does consolidation affect the organisations? Explain.
Q.5 India has seen a boom in growth of Fast food market in recent years. How has Franchisee agreement affected this growth? Explain its importance & benefits.

No. of Printed Pages : 2

Roll No.

DHM05029

5th Sem. / Hotel Mgt.

Subject : HOTEL BUSINESS TRENDS

Time : 3 Hrs.

M.M. : 70

SECTION-A

Note: This section has very short answer type questions. Answer any 10 parts. Each question carries marks. $(10 \times 2 = 20)$

- Q.1 Write short notes on:
a) Liquor licenses
b) Extrinsic Motivation
c) Casino
d) Grey market
e) Master franchise
f) Long term planning
g) Products franchise
h) Branding
i) Economic globalization
j) CSR
k) Forex
l) WTO

SECTION-B

Note: This section has very short answer type questions. Answer any 5 parts. Each question carries 6 marks. $(5 \times 6 = 30)$