

- Q.21 What are the legal formalities performed during the case of theft in a room.
- Q.22 Explain the salient features of Trade Marks Act 1999
- Q.23 Explain the laws relating to hotel permits
- Q.24 Explain the role of hospitality managers in a legal environment.

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x10=20)

- Q.25 Explain the procedure for registration of trademarks
- Q.26 What are the latest trends in hotel industry?
- Q.27 State the various approaches for developing strategies.

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DHM-05029

5th Sem./ Diploma in Hotel Magt. (Semester Sys.)

Subject : Hotel Business Trends

Time : 3 Hrs.

M.M. : 70

SECTION-A

Note: Multiple choice questions. All questions are compulsory (7x1=7)

- Q.1 Business across several countries with some decentralization of management decision making to subsidiaries is
- a) Global Business
 - b) Multinational business
 - c) Transnational business
 - d) Multi regional business
- Q.2 The BCG matrix is based on
- a) Industry attractiveness and business strength
 - b) Industry growth rate and business strength
 - c) Industry attractiveness and relative market share
 - d) Industry growth rate and relative market share

- Q.3 Strategies group are
- A group of companies completing in the same industry
 - Organization in the same industry with similar characteristics and following similar strategies
 - Strategic Business Unit
 - Organization following similar strategies
- Q.4 When a tourism company directs its marketing efforts at channel participants to encourage them to increase sale of tourism product it is called _____
- Pull strategy
 - Push strategy
 - Throw strategy
 - Catch strategy
- Q.5 Trade mark Act, came into force on
- 1957
 - 2000
 - 1970
 - 1999
- Q.6 Stability strategy is a _____ strategy
- Corporate level
 - Business level
 - Functional level
 - Strategic level
- Q.7 When the degree of consolidation is 50%, about how much is the time factor?
- 0.5
 - 2.0
 - 1.0
 - 0.2

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (7x1=7)

- Q.8 Define strategies
- Q.9 Define trademarks
- Q.10 Define franchise
- Q.11 Define gambling act
- Q.12 Define consolidation
- Q.13 What is motivation
- Q.14 What is law

SECTION-C

Note: Short answer type questions. Attempt any six questions out of ten questions. (6x6=36)

- Q.15 What do you mean by strategic business unit (SBU)?
- Q.16 Explain any one theory of motivation.
- Q.17 List the legal requirements prior to doing hotel business
- Q.18 What are the importance and benefits of franchise?
- Q.19 Write a short note on consolidation with their effects
- Q.20 Describe the various objectives of globalization.