

- 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 permises
- 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
- Global Business
 - Multinational business
 - Transnational business
 - Multi regional business
- Q.2 The BCG matrix is based on
- Industry attractiveness and business strength
 - Industry growth rate and business strength
 - Industry attractiveness and relative market share
 - Industry growth rate and relative market share

Q.3 Strategies group are

- a) A group of companies competing in the same industry
- b) Organization in the same industry with similar characteristics and following similar strategies
- c) Strategic Business Unit
- d) 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 _____

- a) Pull strategy b) Push strategy
- c) Throw strategy d) Catch strategy

Q.5 Trade mark Act, came into force on

- a) 1957 b) 2000
- c) 1970 d) 1999

Q.6 Stability strategy is a _____ strategy

- a) Corporate level b) Business level
- c) Functional level d) Strategic level

Q.7 When the degree of consolidation is 50%, about how much is the time factor?

- a) 0.5 b) 2.0
- c) 1.0 d) 0.2

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. $(7 \times 1 = 7)$

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. $(6 \times 6 = 36)$

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.