

- Q.20 Explain the laws relating to hotel premises.
- Q.21 What are the legal formalities performed during the case of theft in a room.
- Q.22 Explain the role of hospitality managers in a legal environment.
- Q.23 Explain the salient features of Trade Marks Act 1999.
- Q.24 Describe the various objectives of globalization.

#### **SECTION-D**

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.25 State the various approaches for developing strategies.
- Q.26 Explain the procedure for registration of trademarks.
- Q.27 What are the latest trends in hotel industry?

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DHM-5029

**Diploma in Hotel Magt.**  
**Subject : Hotel Business Trends**

Time : 3 Hrs.

M.M. : 70

#### **SECTION-A**

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

- Q.1 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.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 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.4 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.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. (7x1=7)

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

## SECTION-C

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

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