

- 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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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
- global Business
 - multinational business
 - transnational business
 - multi-regional business
- Q.4 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.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 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.