

Program: M.COM PART - I **Semester:** II **Program Code:** 2120361
Course: Hospitality Management **Course Code:** 59142
Duration: 1 Hour **Examination Pattern:** NEP-Autonomous-External **Max. Marks:** 25

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Examination: REGULAR

Q. 1 Analyse the case and answer the questions that follow : [05]

Grandview Hospitality Group operates a chain of luxury and business hotels in major metropolitan cities. The group provides accommodation, food and beverage services, banquet facilities, event management, spa and wellness services, and personalized guest experiences. It focuses on high service quality, well-trained staff, and the use of modern technology such as online booking systems and customer relationship management (CRM). The organization supports tourism development, creates employment opportunities, and contributes to foreign exchange earnings. However, changing customer expectations and intense competition affect its operations.

- (a) Identify the industry to which Grandview Hospitality Group belongs and mention any one service provided by it. [02]
- (b) Explain the role of technology in improving the services of Grandview Hospitality Group. [03]

Q. 2 Attempt any ONE of the following: [10]

- (a) Explain the components of soft skills.

OR

- (b) Describe Henri Fayol's 14 principles of management.

Q. 3 Attempt any ONE of the following: [10]

- (a) Mention the star categorization of Hotels.

OR

- (b) How to coordinate during tour management?

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