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Total No. of Pages : 02

Total No. of Questions : 09

**M.Sc.(HMCT) (2015 to 2017) (Sem.-4)**  
**INTERNATIONAL HOTEL MANAGEMENT**  
**Subject Code : MSCHM-407**  
**M.Code : 72410**

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

**SECTION-A**

**1. Define the term :**

- a) Referral group hotels
- b) Concierge
- c) Alternate tourist accommodations
- d) Motels
- e) Tourism sectors
- f) Online booking of hotel rooms
- g) PMS
- h) Hotel chains
- i) Airport hotel
- j) Franchise

### SECTION-B

2. What is the role of hospitality in tourism?
3. Give a brief history of Oberoi group of hotels.
4. Why is tourism called a phenomenon in modern society?
5. Name any five independently owned hotels with their respective locations.
6. Name any five large international hotel chains.

### SECTION-C

7. What are the adverse effects of Terrorism on international hotel industry?
8. What role can governments play in encouraging the development of new hotel properties in any country?
9. Discuss various Geographical impacts of tourism industry with reference to popular international tourist destinations.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**