**BBAHM-055**

**Fifth Semester Bachelor of Business Administration (Hospitality Management),**

**Examination Aug/Sep-2015**

**Hospitality Management**

**Time:-3Hours Max. Marks: - 75**

**SECTION-A**

**Answer any five questions. (5\*5)**

1. Define the Heterogeneity of Customers across Markets.
2. Write in nutshell about the Debt.
3. What is the Licensing or Franchising?
4. Mention the types of Import Quota.
5. Write the Strategic Trade Policy.
6. Comment on the Mobility of Factors of Production.
7. Define the Nationality of Key Participants.

**SECTION-B**

**Answer any two questions. (10\*2)**

1. Trace out the External Sources of Information.
2. Elaborate the concept of Licensing with the help of an example.
3. Write detail note on the Domestic and International Business.

**SECTION-C**

**Answer any two questions. (15\*2)**

1. Elucidate the theory of the Organizational Structure.
2. Explain the services of Export and Import.
3. Describe the Legal Environment.