

**C-0443**

**Sub. Code**

**90611**

**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**Hotel Management and Catering Science**

**MANAGEMENT CONCEPTS**

**(2018 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Management.
2. What is Scalar chain?
3. Write a note on planning premises.
4. What are rational decisions?
5. What is meant by Organisation manual?
6. State any two indicators of Weak Delegation.
7. State two characteristics of Motivation.
8. Write any four qualities of good leadership.
9. What do you mean by feed forward control?
10. What is Bench Marking?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Distinguish between 'Management' and 'Administration'.

Or

- (b) Enumerate the contributions of F. W. Taylor to Management.

12. (a) Define planning, explain the steps in planning.

Or

- (b) Explain the steps and assumptions used in rational decision making process.

13. (a) Distinguish between Centralization and Decentralization.

Or

- (b) Explain the recent trends in Organisation structure and give examples.

14. (a) Explain the importance of Direction.

Or

- (b) Explain the Leadership styles and qualities.

15. (a) Explain the need and importance of Co-ordination.

Or

- (b) State the need and essentials of TQM.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the contemporary management practices followed in organizations in a globalised environment.

Or

- (b) Explain the classification of planning.

17. (a) Explain the principles and structure of Organisation.

Or

- (b) Explain Maslow's theory of Motivation.

18. (a) Explain the techniques and limitations of Co-ordination.

Or

- (b) Explain the process of decision making in detail.

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**C-0444**

**Sub. Code**

**90612**

**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**Hotel Management and Catering Science**

**FOOD PRODUCTION AND PATISSERIE**

**(2018 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write down the sources of protein for human body.
2. Define HACCP.
3. Name 20 small kitchen tools used in Kitchen.
4. Discuss about Mise-en-place.
5. What is Braising and Stewing?
6. Discuss in detail about cereals and pulses name and uses.
7. Write short notes on Bonquet garni.
8. Name five deviations of mayonnaise sauce.
9. What is raising agent?
10. Explain "KNOCK BACK".

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write about general kitchen hygiene and sanitation.

Or

- (b) Discuss in detail about the characteristics of ingredients.

12. (a) What are the safety precaution should be followed in kitchen?

Or

- (b) Name the different poultry. Write down in detail about the selection factors four poultry.

13. (a) “The development of modern cuisine of classical” – Discuss in detail.

Or

- (b) Define Roasting. What are the different types of roasting, with example.

14. (a) What is stock? Name the different types of stock used in kitchen.

Or

- (b) Name the Mother sauce. Write down the recipe and method for 1 litre of mayonnaise sauce.

15. (a) Discuss in detail about the following ingredients used in Bakery.

- (i) FAT
- (ii) SALT
- (iii) EGG.

Or

- (b) Write down the importance of flour protein in bread making.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Plan 5 course French menu for lunch. Write down the recipe and method for 5 litre of consomme julienne.

Or

- (b) How will you take care and maintenance of 5 large kitchen equipments used in kitchen?
17. (a) Define soup. Classify soups with example. Write down the points should bear in mind while serve soup.

Or

- (b) Accompaniments and garnishes are the most important in French classical menu – Discuss in detail with example.
18. (a) Discuss about different methods of bread making. Name some International bread.

Or

- (b) Explain the role of yeast in bread and different types of yeast in bread making.
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<b>Sub. Code</b>
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<b>90613</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**Hotel Management and Catering Science**

**FOOD AND BEVERAGE SERVICE**

**(2018 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write about noon meal service.
2. Define stand alone restaurant.
3. What is Baize? What are its uses?
4. Explain accompaniment and its importance.
5. Why is sommelier an important person in a hotel?
6. List the different types of milk.
7. Give any four examples for equipments used in setting of buffet.
8. Oyster cruet and Chinese cruet are not same support your answer.
9. Give some brand names of Aerated water.
10. Write the steps involved in making Irish Coffee.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the rules observed while planning a menu?

Or

- (b) List the major equipment in Banquets and its uses.

12. (a) Why are memory, communication skills and team spirit essential for service staff.

Or

- (b) List the selection process for glassware silverware and crockery.

13. (a) Explain about cyclic menu its advantages and disadvantages.

Or

- (b) Discuss the factors influencing style of service.

14. (a) What are the points to be kept in mind while laying a cover?

Or

- (b) Name any six tea blends with its character and service.

15. (a) List ten serviette folding names

Or

- (b) Short notes :

(i) Savouries Crumbing

(ii) Appetizer Flambeing



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) List the attributes of a hospitality staff.

Or

- (b) Compile a American breakfast menu and draw a cover for the same menu.

17. (a) What are the different types of menu? Explain in detail.

Or

- (b) Explain French classical menu course by course.

18. (a) Classify non-alcoholic Beverage.

Or

- (b) Write about Gueridon service its do's and don't.

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**C-0446**

**Sub. Code**

**90614**

**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**Hotel Management and Catering Science**

**ACCOMMODATION OPERATIONS**

**(2018 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the significance of housekeeping in hotels?
2. Define motivation.
3. Define training.
4. Write a short note on union contracts.
5. Write a short notes on inventories.
6. What is meant by performance appraisal?
7. Define time card control.
8. What are the operational controls on property inspection?
9. What are the table of personnel requirements?
10. What are the reports and records used in housekeeping department?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the attributes of housekeeping staff?

Or

- (b) What are the origins of management followed in housekeeping department?

12. (a) Write the job description of housekeeping floor supervisor.

Or

- (b) What are the rotational scheduling done in the housekeeping department?

13. (a) Write the job specification for desk control supervisor.

Or

- (b) What are the different types of interview followed in the housekeeping department?

14. (a) What is the procedures followed in the guest room cleaning?

Or

- (b) Write a short notes on room inspection.

15. (a) How will you purchase guest supplies for the concern what are the point should be noted?

Or

- (b) How will you plan the budget for housekeeping department?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Draw the layout of housekeeping department and explain in detail.

Or

- (b) Write in detail about the role of executive housekeeper's in the organisation.

17. (a) What are the priority activities regarding property tours and plan?

Or

- (b) What are the various types of selecting employees for housekeeping department?

18. (a) Write the cleaning procedure for public area cleaning and maintenance work request.

Or

- (b) What is the significance role of housekeeping in hotel industry?
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**C-0447**

**Sub. Code**

**90615**

**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**Hotel Management and Catering Science**

**FRONT OFFICE OPERATIONS**

**(2018 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is called as average daily rate?
2. What is called as revenue per available room?
3. Define elements of yield management.
4. What are the measuring yield in the hotel industry?
5. What are the data required for forecasting?
6. What is called as case study?
7. What is called as security and control of room keys in front office?
8. What are the roles of front office in fire safety?
9. What is called as marketing?
10. What is the basic concept of marketing?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain in detail.
- (i) Market share index.
  - (ii) Occupancy ratio.
  - (iii) Average room rate per guest.

Or

- (b) Explain in detail about how to calculate various statistics and to improve the guest feedback.

12. (a) Explain in detail about the merits and demerits of yield management.

Or

- (b) Explain in detail about the problems in yield management.

13. (a) What is called as forecasting and what are the benefits of forecasting in front office department?

Or

- (b) What are the data and records required for forecasting in front office department?

14. (a) Explain in detail about accident and various accident reports.

Or

- (b) Explain in detail about the term called first aid and its importance.

15. (a) Explain :  
(i) Marketing mix  
(ii) Market segmentation.

Or

- (b) Explain in detail about sales and marketing term in hotel.

**Part C** (3 × 10 = 30)

Answer **three** questions.

16. (a) Explain :  
(i) Departmental summary report  
(ii) The daily operations report  
(iii) High balance report.

Or

- (b) Explain in detail about the other departmental relationships with front office operations in hotels.

17. (a) Explain in detail about.  
(i) Budget-types, controls.  
(ii) Marketing.

Or

- (b) Explain in detail about emergency procedures like medical, robbery, fire, bomb threats.

18. (a) Explain in detail about  
(i) Fire safety  
(ii) Classification of fire  
(iii) Procedure in the event of fire.

Or

- (b) Explain in detail about :
- (i) Late charges account
  - (ii) Credit card bills
  - (iii) Travel agency account
  - (iv) Bad cheque account
  - (v) Disputed bill account.
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<b>Sub. Code</b>
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<b>90621</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Second Semester**

**Hotel Management and Catering Science**

**FINANCIAL AND MANAGEMENT ACCOUNTING**

**(2018 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Management Accounting.
2. Write a note on 'Dual aspect concept'.
3. What are the golden rules of Accounting?
4. What is known as statement of affairs method?
5. What do you mean by common size statements?
6. What do you mean by liquidity ratio?
7. What are the needs of Fund flow statement?
8. State any two limitations of cash flow statement.
9. What is Zero base budgeting?
10. What is IRR method?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the scope of Management Accounting.

Or

- (b) Explain the basic concepts of Accounting.

12. (a) Explain the types of Errors.

Or

- (b) Mohan, a retail merchant commenced business with a capital of Rs. 12,000 on 1.1.2014 subsequently, on 1.5.2014 he invested capital of Rs. 5,000. During the year, he has withdrawn Rs. 2,000 for his personal use. On 31.12.2014, his assets and liabilities were as follows :

Particulars	Rs.
Cash at bank	3,000
Debtors	4,000
Stock	16,000
Furniture	2,000
Creditors	5,000

Calculate the profit (or) loss made during the year 2014.

13. (a) Explain the importance of financial statements.

Or

- (b) Gross profit ratio 20% on sales. Total gross profit Rs. 1,00,000. Cash sales Rs. 1,20,000 Average debtors Rs. 95,000. Calculate Debtors Turnover Ratio.
14. (a) From the following particulars, prepare a Funds Flow Statement for the December 2017.

Particulars	Rs.
(i) Net profit before writing off goodwill	21,500
(ii) Depreciation written off on fixed assets	3,500
(iii) Goodwill to be written off from profit	5,000
(iv) Dividend paid	7,000
(v) Shares issued for cash	10,000
(vi) Purchase of Machinery	20,000
(vii) Increase in working capital	8,000

Or

- (b) Explain the significance of cash flow analysis.
15. (a) Explain the different types of budgets.

Or

- (b) A company is planning to purchase a machine to meet the increased demand for its products in the market. The machine costs Rs. 50,000 and has no salvage value. The expected life of the machine is

5 years, and the company employs straight-line method of depreciation for tax purposes. The estimated earnings after taxes are Rs. 5,000 each year for 5 years. The after-tax required rate of return of the company is 12 percent.

Determine the IRR. Also, find the payback period and obtain the IRR from it. How do you compare this IRR with the one directly estimated? What are the reasons for the differences between the two IRRs so estimated?

**Part C** (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the various International Accounting Concepts.

Or

- (b) Differentiate between Financial Accounting and Management Accounting.
17. (a) Rama commenced business on 1.1.2018 with a capital of Rs. 25,000. He immediately bought furniture for Rs. 4,000. During the year he borrowed Rs. 5,000 from his wife and introduced a further capital of Rs. 3,000. He has withdrawn Rs. 600 at the end of each month for family expenses. From the following particulars obtained from his books, you are required to prepare Trading and P and L A/c and Balance sheet as on 31.12.2018.

Particulars	Rs.
Sales (including cash sales of Rs. 30,000)	1,00,000
Purchases (including cash purchases of Rs. 10,000)	75,000
Carriage	700
Wages	300
Discount allowed to debtors	800
Salaries	6,200
Bad debts written off	1,500
Trade expenses	1,200
Advertisement	2,200

Rama has used goods worth Rs. 1,300 for private purposes and paid Rs. 500 to his son which is not recorded anywhere. On 31.12.2018, his debtors, were worth Rs. 21,000 creditors Rs. 15,000 and stock in trade Rs. 10,000. Furniture to be depreciated at 10% p.a.

Or

- (b) Explain single entry system. State the features and defects of single entry system.
18. (a) The following are the ratios extracted from the Balance sheet of a Company as on December 31, 2018. Draw up the balance sheet of the firm.
- Current liabilities: 1.0
- Current Assets : 2.5
- Working capital : Rs. 3,00,000

Liquidity ratio: 1.5

Stock turnover ratio : 6

Gross profit as percentage of sales : 20%

Debt collection period : 2 months

Shareholders capital : Rs. 5,00,000

Reserve and surplus : 2,50,000

Fixed assets turnover is : 2

Or

- (b) Critically examine the various tools available for financial analysis. What are the limitations for such tools?
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<b>90622</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Second Semester**

**Hotel Management and Catering Science**

**HUMAN RESOURCE MANAGEMENT IN HOSPITALITY  
INDUSTRY**

**(2018 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is human resource planning?
2. Write a note on job design.
3. What is meant by promotion?
4. Write short note on transfer.
5. What is fringe benefits?
6. List the uses of employee redressal system.
7. What is trade union?
8. Write a note on Bonus.
9. What is employee grievance?
10. Write short note on 'Industrial Relations'.

**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) Explain the characteristics of human resource planning.

Or

- (b) Explain about job analysis.

12. (a) What are the advantages of placement and induction?

Or

- (b) Explain the importance of wage and salary administration.

13. (a) Explain the objectives of human resource management towards job specifications.

Or

- (b) Why should give promotions to employees? Discuss.

14. (a) Discuss the way of encouraging by incentives to the employees.

Or

- (b) How would you maintain the integration among employees?

15. (a) Discuss about industrial disputes and settlement.

Or

- (b) Explain Indian experience on collective bargaining.



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the advantages of personnel policy.

Or

(b) Discuss the importance of training and development.

17. (a) Explain human resource information system.

Or

(b) How will you implement job evaluation system?

18. (a) Explain the importance of employee welfare and safety.

Or

(b) How will you encourage workers participation in management?

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**C-0450**

**Sub. Code**

**90611**

**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**Hotel Management and Catering Science**

**MANAGEMENT CONCEPTS**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Explain scalar chain.
2. Explain planning premises.
3. What is TQM?
4. What is mean by decentralization?
5. Define management control.
6. What is mean by effective communication?
7. What is rational decision?
8. Explain motivation.
9. What is autocratic leadership?
10. What is bench marking?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain planning and discuss the importance of planning.

Or

- (b) Discuss the various types in decision in the organization.

12. (a) Discuss the difference between authority and responsibility.

Or

- (b) What are the barriers to effective communication? How can the barriers be removed?

13. (a) Explain the various types of organization structure.

Or

- (b) Explain the various steps involved in controlling process.

14. (a) Discuss strategic alliances in the management control.

Or

- (b) Explain business process reengineering and its benefits.

15. (a) Explain the techniques involved in coordination.

Or

- (b) Explain various forms of organization.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the different types of planning.

Or

- (b) Define management. Explain the functions of management.

17. (a) Explain motivation and discuss the Maslow's theory.

Or

- (b) Explain MBO and discuss its process and benefits.

18. (a) Discuss the functions involved in decision making process.

Or

- (b) What are Theory X and Theory Y? What does each of these theories tell us about motivating organization members?
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**C-0451**

**Sub. Code**

**90612**

**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**Hotel Management and Catering Science**

**FINANCIAL AND MANAGEMENT ACCOUNTING**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the objectives of Accounting?
2. What are 'Real Accounts'? Give examples.
3. What is Journal?
4. What are subsidiary books?
5. What are the various tools of analysis of financial statements?
6. How do you compute stock turnover ratio?
7. What is fund flow statement?
8. Define cash flow concept.
9. What are the advantages of preparing budgets?
10. Write short notes on cash budget.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain various accounting concepts.

Or

- (b) Describe the advantages and limitations of Accounting.

12. (a) Describe the different types of errors with suitable examples.

Or

- (b) Prepare trading and profit and loss account from the information given below :

	Rs.		Rs.
Opening Stock	3,600	Rent (Factory)	400
Purchases	18,260	Rent (Office)	500
Wages	3,620	Sales Returns	700
Closing stock	4,420	Purchase Returns	900
Sales	32,000	General Expenses	900
Carriage on purchases	500	Discount to Customers	360
Carriage on Sales	400	Interest from Bank	200

13. (a) From the following information, determine opening and closing stock :

Stock turnover	–	5 times
Total sales	–	Rs. 2,00,000
Gross Profit	–	25% of sales

The closing stock value was more by Rs. 4,000 than the opening stock.

Or

- (b) Explain the advantages and limitations of Ratio analysis.

14. (a) From the following details prepare a schedule of changes in working capital.

Particulars	31.12.2011	31.12.2012
	Rs.	Rs.
Bank loan (short period)	70,000	–
Creditors	1,50,000	1,35,200
Bank	–	8,000
Cash	500	600
Debtors	80,000	64,200
Stock	1,00,000	74,000
Share capital	2,30,000	2,50,000
General Reserve	50,000	60,000
Profit and Loss a/c	30,500	30,600
Buildings	2,00,000	1,90,000

Or

- (b) Discuss the managerial uses and limitations of cash flow statement.
15. (a) Explain the significance of payback period.

Or

- (b) Explain the different types of budgets.

**Part C** (3 × 10 = 30)

Answer ALL questions.

16. (a) Define management accounting. How it is differed from financial accounting?

Or

- (b) Explain the various methods of financial statement analysis.

17. (a) Prepare a Balance sheet from the particulars furnished here under :

Stock velocity – 6

Gross profit Margin – 20%

Capital turnover ratio – 2

Fixed asset turnover ratio – 4

Debt collection period – 2 months

Creditors Payment period – 73 days

Gross Profit was Rs.60,000

Excess of closing stock over opening stock was Rs. 5,000

Difference in Balance sheet represents Bank Balance. The entire sales and purchases are made on credit basis.

Or

- (b) Distinguish between cash flow and fund flow statement.
18. (a) The expenses budgeted for production of 10,000 units in a factory are given below :

	Rs. Per unit
Material	70
Labour	25
Variable overheads	20
Fixed overheads (Rs. 1,00,000)	10
Variable overheads (Direct)	5
Admin. Overheads (Rs. 50,000)	5
Selling Overheads (10% fixed)	13
Distribution Exp. (10% fixed)	7
	<u>155</u>

Prepare a budget of the production

- (i) 8,000 units  
(ii) 6,000 units.

Assume that the administration expenses are rigid for all levels of production.

Or

- (b) State the difference between common size statement and comparative statement.



**C-0452**

**Sub. Code**

**90613**

**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**Hotel Management and Catering Science**

**FOOD PRODUCTION AND PATISSERIE**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is FSSAI?
2. Define cold kitchen.
3. What is convenience food?
4. Name any two farinaceous products.
5. Define thickening agents.
6. What is Bran?
7. Name any three Indian gravies.
8. Define FRUCTOSE.
9. Expand HACCP.
10. Define Court Bouillon.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write short notes on Tamilnadu cuisine.

Or

- (b) Write short notes on heavy equipments.

12. (a) Draw and explain about fish.

Or

- (b) Explain about microwave cooking.

13. (a) Write shorts about milk and milk products.

Or

- (b) Explain in detail about raising agents.

14. (a) Write short notes about (i) Aspic (ii) Ballontine.

Or

- (b) Explain about Yeast and mention any two yeast used in Bakery.

15. (a) Explain about French cuisines.

Or

- (b) Write short notes on hors d'oeuvres.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain about cuts of veal.

Or

- (b) Draw and explain about cuts of vegetables.

17. (a) Explain about various methods of cooking food.

Or

(b) Explain about colouring and flavouring agents.

18. (a) Explain detail about soup and classifications of soup.

Or

(b) Explain about (i) Marzipan, (ii) Fondant (iii) Gum paste (iv) Almond paste.

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<b>C-0453</b>
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<b>Sub. Code</b>
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<b>90614</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**Hotel Management and Catering Science**

**FOOD AND BEVERAGE SERVICE**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **ALL** questions.

1. What is off – permises catering?
2. What is coffee shop?
3. List any five special equipments used in bar?
4. Define Cyclic menu?
5. Define English Break fast?
6. What is supper?
7. List out any five glass wears?
8. What is Mis – en – place.
9. What is Gueridon service?
10. Expand KOT?

**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) Explain about the Establishment of catering?

Or

(b) Explain the types of service?

12. (a) Explain about Duties and Responsibilities of Executive F and B manager?

Or

(b) Explain

(i) Take away

(ii) Barbeque

(iii) Chain of Restaurant

13. (a) Explain about different types of Menu.

Or

(b) Draw and Explain the flow chart of Non-alcoholic Beverages.

14. (a) Explain about Indian Thali service and south Indian leaf service.

Or

(b) Explain about manufacturing of Beer.

15. (a) List out any five cocktail and Explain about its Receptions?

Or

(b) Explain about types of Banquets.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) What is Room Service – brief?

Or

(b) Give a brief Introduction to banquets and types of banquets.

17. (a) Explain Detail about types of Buffet and types of service.

Or

(b) Explain the Outlets of F and B service?

18. (a) Explain detail about Gerodon – service.

Or

(b) List out glass wares used in Bar with size and ounce.

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**C-0454**

**Sub. Code**

**90615**

**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**Hotel Management and Catering Science**

**ACCOMMODATION OPERATIONS**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Hotel.
2. Who is a houseman?
3. What is a Suite Room?
4. Name any four cleaning agents with its uses.
5. Name few public areas.
6. When do you do Super room cleaning?
7. What are the VIP supplies?
8. Explain special services.
9. Name any four types of flowers used in flower arrangement.
10. Name few pests found in hotel.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain in detail the role of housekeeping department in Hospitality industry.

Or

- (b) Give the Job description of Executive Housekeeper.

12. (a) What is a maid Cart? Explain.

Or

- (b) Classify and explain the types of equipments used in Housekeeping department.

13. (a) Explain in detail the guest rooms and floor pantry operations.

Or

- (b) Explain Public area cleaning schedules and records.

14. (a) Explain the different types of keys used in hotels.

Or

- (b) What are the procedures followed in lost and found?

15. (a) Explain the purpose of Flower arrangements and its placements.

Or

- (b) Explain the equipments and materials used in flower arrangements.



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Draw and Explain the Organizational structure of housekeeping department in a large hotel.

Or

- (b) Explain the configuration of rooms.

17. (a) Explain the daily cleaning schedules and records.

Or

- (b) In detail explain the Special services provided in the hotel with examples.

18. (a) Explain the principles of flower arrangements.

Or

- (b) As an Executive Housekeeper how will you decorate a VVIP meeting hall with 20 member's conference table 'U' shape? Draw and Explain.
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**C-0455**

**Sub. Code**

**90616**

**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**Hotel Management and Catering Science**

**FRONT OFFICE OPERATIONS**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Hotel.
2. What is Advance Booking?
3. What is C-from?
4. What is Errand Card?
5. Define Eco-tourism.
6. Define Resort.
7. What is Eco hotel?
8. Define Silk Routes.
9. Define ARR.
10. Define Tariff Card.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is Room Meal Plan? Mention the features of any three types of Plan.

Or

- (b) Explain detail about upselling.

12. (a) What is Tariff Card and explain about types of tariff?

Or

- (b) Explain about Tariff fixation.

13. (a) Explain the functions of the night – auditor.

Or

- (b) Explain about Self Registration.

14. (a) Explain about Rooming the guest

(i) walk ins

(ii) groups.

Or

- (b) Explain detail about Key Card System.

15. (a) Draw and explain about C-Form.

Or

- (b) Explain in detail about ;

(i) Passport

(ii) Visa.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Draw the organisation chart of front office department in a luxury hotel.

Or

- (b) Explain the duties and Responsibilities of Front Office Manager.

17. (a) Explain about the factors that promotes Tourism.

Or

- (b) Explain in detail about classification of Hotel.

18. (a) What is Reservation explain in detail about modes and source of Reservation?

Or

- (b) Draw and explain Registration from and C-from in detail.

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**C-0456**

**Sub. Code**

**90621**

**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Second Semester**

**Hotel Management and Catering Science**

**RESEARCH METHODS IN HOSPITALITY INDUSTRY**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Case study?
2. What is 'F' test?
3. What do you mean by cluster analysis?
4. Explain qualities data.
5. Give Introduction to statistics.
6. What are primary and secondary sources?
7. What is 'T' test?
8. Explain simple correlation.
9. Explain Regression analysis.
10. What is Discriminate analysis?

**Part B** $(5 \times 5 = 25)$ Answer **all** questions.

11. (a) What do you mean by probability theory?

Or

- (b) Explain the significance of statistical analysis.

12. (a) What are the various types of report presentation.

Or

- (b) What are the various steps in scientific research?

13. (a) Explain about the components of research problems.

Or

- (b) What are the concepts of research design?

14. (a) List out the steps involved in research.

Or

- (b) What do you mean by measures central tendency?

15. (a) What do you mean by Factorial design?

Or

- (b) Explain the analysis of Variance.

**Part C** $(3 \times 10 = 30)$ Answer **all** questions.

16. (a) What are the types, sources, characteristics of unable hypothesis?

Or

- (b) List out the components of research.

17. (a) What do you mean by survey methods in data collection?

Or

(b) What is scale methods and scale construction technologies?

18. (a) What do you understand by Factor analysis?

Or

(b) What do you understand by Co-joint analysis?

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**C-0457**

**Sub. Code**

**90622**

**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Second Semester**

**Hotel Management and Catering Science**

**HUMAN RESOURCE MANAGEMENT IN HOSPITALITY  
INDUSTRY**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Human Resource Management?
2. What is staffing?
3. 'Personnel policies lay down the criteria for decision making in Human Resource Management' — Elucidate.
4. What is job design?
5. What is induction?
6. What are the reasons for employee separation?
7. Distinguish between salary and wages.
8. What is Human Resource Information System?
9. What do you mean by employee grievances?
10. What is collective bargaining?



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Brief the objectives of Human Resource Management.

Or

- (b) What are the responsibilities of the human resource manager in an organisation?

12. (a) As a human resource executive, how would you forecast the demand for human resource?

Or

- (b) What is job specification? What are its uses?

13. (a) What are the differences between training and development?

Or

- (b) What is promotion? What are its types?

14. (a) What are the essentials of an effective compensation plan?

Or

- (b) What is job evaluation? Why it is needed?

15. (a) What are the causes of indiscipline among employees in an organisation?

Or

- (b) Identify the causes of industrial disputes in the hospitality sector.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate the functions of Human Resource Management.

Or

- (b) Explain the process of Human Resource Planning.

17. (a) Describe the different methods of training.

Or

- (b) What is Human Resource Information System? Examine its significance as a device of decision support system in Human Resource Management.

18. (a) Enumerate the employee welfare and safety measures to be taken by an airline operator.

Or

- (b) Summarise the functions of trade unions.
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<b>C-0458</b>
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<b>Sub. Code</b>
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<b>90631</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Third Semester**

**Hotel Management and Catering Science**

**FINANCIAL MANAGEMENT**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by liquidity?
2. State the functions of finance.
3. What are debentures?
4. What do you mean by right issue?
5. State the conservative approach of working capital financing.
6. What is MPBF?
7. What is payback period?
8. What is weighted average cost of capital?
9. State the objectives of cash management.
10. What is dividend policy?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) How does the modern financial manager differ from the traditional financial manager?

Or

- (b) Explain the wealth maximization objective of financial management.

12. (a) Bring out the advantages of preference shares.

Or

- (b) Brief the regulations meant for public deposits in India.

13. (a) Enumerate the role of commercial banks in providing working capital.

Or

- (b) What are the implications of the recommendations suggested by the Tandon Committee on working capital financing?

14. (a) Determine the average rate of return from the following data of two machines A and B.

	Machine A	Machine B
Original Cost	Rs. 56,125	Rs. 56,125
Addl. Investment in net working capital	5,000	6,000
Estimated life in years	5	5
Estimated salvage value	3,000	3,000
Average income-tax rate	55%	55%

Annual estimated income after depreciation and tax :

1 <sup>st</sup> Year	3,375	11,375
2 <sup>nd</sup> Year	5,375	9,375
3 <sup>rd</sup> Year	7,375	7,375
4 <sup>th</sup> Year	9,375	5,375
5 <sup>th</sup> Year	11,375	3,375
	36,875	36,875

Or

(b) What are the assumptions of the Net Income approach to capital structure?

15. (a) What are the motives for holding cash?

Or

(b) Point out the benefits of holding inventories.

**Part C** (3 × 10 = 30)

Answer **all** questions.

16. (a) 'Financial management is nothing but managerial decision making on asset mix, capital mix and profit allocation' — Elaborate.

Or

(b) What are public deposits? Explain its merits and demerits as a source of capital.

17. (a) Explain the important recommendations of the Chore Committee on working capital financing.

Or

- (b) Following are the details regarding the capital structure of a company :

Type of Capital	Book Value	Market Value	Specific Cost
Debentures	40,000	38,000	5%
Preference Capital	10,000	11,000	8%
Equity Capital	60,000	1,20,000	13%
Retained earnings	20,000	–	9%
	<u>1,30,000</u>	<u>1,69,000</u>	

You are requested to determine the weighted average cost of capital using :

- (i) Book value as weights,  
(ii) Market values as weights.

18. (a) Explain the problems in cash management.

Or

- (b) Explain Walter's approach to dividend policy.

<b>C-0459</b>
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<b>Sub. Code</b>
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<b>90632</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Third Semester**

**Hotel Management and Catering Science**

**HOSPITALITY PROJECT MANAGEMENT**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is a hospitality project?
2. What is payback period?
3. What do you mean by technical feasibility report?
4. List down the sources of funds for a hospitality project.
5. What is market survey?
6. What is breakeven point?
7. State any two constraints involved in project implementation.
8. What is an 'activity' in a network?
9. What do you mean by 'crashing'?
10. What is MIS?

**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) Identify the initiatives taken by the Government for developing the hospitality sector in India.

Or

- (b) As an entrepreneur how would you identify project opportunities in the hospitality sector?

12. (a) Examine the need for preliminary feasibility study in a hospitality management project.

Or

- (b) Identify the factors governing the choice of location of a three star hotel in a metropolitan city.

13. (a) What is financial appraisal? What are the steps involved in it?

Or

- (b) What is project risk? How it can be analysed?

14. (a) What are network techniques? What are its advantages?

Or

- (b) What are the steps in resource scheduling?

15. (a) Bring out the differences between PERT and CPM.

Or

- (b) What are the benefits of project audit?



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the different techniques of capital budgeting used to evaluate the hospitality projects.

Or

- (b) Elaborate the contents of a feasibility report meant for a hospitality project

17. (a) Explain the different facets of appraisal of a hospitality project.

Or

- (b) Narrate the difference steps in project implementation.

18. (a) Elaborate any four methods of project evaluation.

Or

- (b) Examine the causes for project failure in the hospitality sector.
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**C-0460**

**Sub. Code**

**90633**

**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Third Semester**

**Hotel Management and Catering Science**

**HOSPITALITY LAW**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is the hotels liability regarding guest property?
2. What is the legal requirement as to forex and taxes on the part of hotelkeeper?
3. What are the rights of a consumer?
4. What do you meant by regulations?
5. What is the general liability for unwholesome food?
6. States the defences available to hotelier again damage to guest property.
7. What do you meant by fire Insurance?
8. What do you meant by “Intangible Property”?
9. Write a short note on OTA.
10. What do you meant by Public Safety?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) How are laws of torts and negligence applicable to a hotelkeeper?

Or

- (b) Explain the law regarding guest's right to privacy.

12. (a) Explain the right to evict a guest and duty to protect a guest.

Or

- (b) Describe the power and duties of food inspector.

13. (a) Explain in Detail Frauds Committed against Hotels.

Or

- (b) Explain various registers to maintain in a hotel.

14. (a) Discuss the Laws relating to food service.

Or

- (b) Explain the methods of attracting customers to a hotel.

15. (a) Explain the hotels liability regarding guest property.

Or

- (b) Explain the licensing and regulation of Hotels.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss about Employees Payment of Gratuity Act 1972.

Or

- (b) Explain essential commodities act of 1955.

17. (a) Explain :

- (i) Condition and Warranties  
(ii) Master of Sales goods.

Or

- (b) Briefly, explain the employee's rights and remedies.

18. (a) Explain the role of motels in hospitality law.

Or

- (b) Discuss about the Parties for Underage Guests.

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**C-0461**

**Sub. Code**

**90641**

**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Fourth Semester**

**Hotel Management and Catering Science**

**HOSPITALITY MARKETING**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by hospitality marketing?
2. What do you mean by monetary plans?
3. Define Ingredient branding.
4. What do you mean by derived demand?
5. Define Competitive environment.
6. What is meant by research design?
7. Define sampling.
8. What is meant by pricing mix?
9. Define communication.
10. How are customer attitudes important in marketing?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain its Role in Promotion of Hospitality Marketing.

Or

- (b) Discuss the Different In house Sales Promotions Techniques.

12. (a) Discuss planning, organizing and marketing of Incentive Tours.

Or

- (b) What is Online Marketing? How it helps in Hospitality Industry?

13. (a) Write Short Notes on the following :

- (i) Franchising
- (ii) Consortium
- (iii) Incentive Houses
- (iv) Travel Agents

Or

- (b) Explain the Disney Hospitality Concept.

14. (a) Give an account of the various kinds of Rooms in a Hotels.

Or

- (b) Describe the role of Guest relations executive in handling complaints.

15. (a) Write about the location classification of hotels.

Or

(b) Trace the procedures for forming and marketing a holiday package.

**Part C** (3 × 10 = 30)

Answer **all** questions.

16. (a) Describe various types of economic and non economic environment.

Or

(b) Assess the value of advertising in hotel industry.

17. (a) Account for the various types of rooms plan in hotels.

Or

(b) Explain the components of hospitality products.

18. (a) Explain the importance of hospitality products in hotel industry.

Or

(b) Explain the characteristics features of hospitality product.

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**C-0462**

**Sub. Code**

**90642**

**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Fourth Semester**

**Hotel Management and Catering Science**

**STRATEGIC MANAGEMENT**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define packages.
2. Write short note on production.
3. What do meant by project life cycle?
4. What is corporate strategy?
5. What do meant by diversification?
6. Write short note on strategic alternative.
7. What is staff function?
8. What is corporative development?
9. Write short note on Organizational climate.
10. What do you meant by SAP?



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the Objective of a Business Management.

Or

- (b) Briefly, explains “Analyzing corporative capabilities”.

12. (a) Elaborate the portfolio analysis.

Or

- (b) Explain the Nature and scope of the corporate strategy.

13. (a) Briefly, explains “Generic strategic alternative”.

Or

- (b) Discuss — active and passive alternative.

14. (a) Differences between Merger and Acquisition.

Or

- (b) Explain the Evolution of organizational structure.

15. (a) Briefly, explains “Planning and control of implementation”.

Or

- (b) Elaborate the Features of strategy.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss-Strategic analyses of functional areas.

Or

(b) Types of packages.

17. (a) Briefly, explain Leadership and Organizational climate.

Or

(b) Elaborate the BCG matrix.

18. (a) Briefly, explain “external growth strategy” Problems.

Or

(b) Explain Functional features and implementation difficulties.

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<b>C-0463</b>
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<b>Sub. Code</b>
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<b>90643</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Fourth Semester**

**Hotel Management and Catering Science**

**TOURISM IN THE HOSPITALITY INDUSTRY**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write short note on historical dimension.
2. What do mean by values and learning?
3. Write short note on social impacts.
4. What is Personality?
5. Write short note on cultural behavior.
6. What do mean by industrial age?
7. What is international tourism?
8. What do mean by Travel flows?
9. What is research and tourism?
10. Write short note on research process.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly, explains “Travel in Ancient Civilization”.

Or

- (b) Elaborate the Travel in the Industrial age.

12. (a) Discuss – Perception and attitudes of psychological dimensions.

Or

- (b) Describe the Tourism as behavior perception.

13. (a) Explain the social interaction.

Or

- (b) Discuss-social and cultural behavior.

14. (a) Elaborate the Importance International Tourism.

Or

- (b) Briefly, explains “Tools of Tourism Economics”.

15. (a) Describe the Tourism Planning and Developing.

Or

- (b) Explain the Types of Research.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly, explain “Psychological Dimension”.

Or

- (b) Discuss- Historical Dimension.

17. (a) Briefly, explain the social and Culture dimensions.

Or

(b) Describe the International Tourism and Peace.

18. (a) Elaborate the Environmental Dimensions.

Or

(b) Briefly, explain the Research and Measurement.

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**C-0464**

**Sub. Code**

**90644**

**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Fourth Semester**

**Hotel Management and Catering Science**

**HOSPITALITY TRAINING AND DEVELOPMENT**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is "Ongoing Coaching"?
2. Define the term "Recruitment".
3. Define "Job Analysis".
4. What is "Job specification"?
5. Describe Individual training method.
6. What is Group training?
7. What do you mean by Interdepartmental Training?
8. Explain the term "Ongoing training".
9. Describe the Evaluation process.
10. Explain the term "Appraisal".

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Elaborate “Training policy and Training Need”.

Or

- (b) Brief about Hospitality Training and Development.

12. (a) Explain the job specification of a chef.

Or

- (b) Brief out the steps in Recruitment process.

13. (a) Explain the qualities of an Group leadership.

Or

- (b) Describe the term

(i) On the Job Training

(ii) Individual Training

(iii) Interdepartmental training.

14. (a) Discuss – Developing the Training programs.

Or

- (b) Explain the difference between OJT and On going Training.

15. (a) Brief out the Evaluation Process.

Or

- (b) Discuss – Designing a performance review system.

**Part C**

(3 × 10 = 30)

Answer all questions.

16. (a) Explain “Job Specification” and “Job Description”.

Or

- (b) How to Recruit a chef and explain the recruitment process.

17. (a) Explain the functions of a Manager.

Or

- (b) Is that Training and Development plays major role in the Employee performance – Discuss.

18. (a) Explain the Difference between Performance Reviews and Performance Appraisal.

Or

- (b) Explain how and when to conduct performance Reviews.
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<b>C-0465</b>
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<b>Sub. Code</b>
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<b>90645</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Fourth Semester**

**Hotel Management & Catering Science**

**HOSPITALITY SECURITY & SYSTEM**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write short notes on Security Requirements.
2. Write short notes on Safety Equipments
3. Write Short notes on Lost and Found.
4. Write Short notes on Importance of Engineering Department.
5. Write Short notes on Importance Purchasing and Receiving.
6. What do you mean by Rooms Division?
7. What do you mean by Physical Protection?
8. Write Short notes on Surveillance.
9. Write Short notes on Legal Definition.
10. What do you mean by Protection of Funds?

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain - Development of Security Programme in Hotel Industry.

Or

- (b) Explain - Physical Security and Perimeter Control.

12. (a) List out and Explain — Security Procedures Covering Guest Concerns.

Or

- (b) Explain about Departmental Responsibilities in Guest Asset Protection.

13. (a) Explain the Responsibilities and Importance of Human Resource Departments.

Or

- (b) How will you control the Shortage of Food and Beverage Ingredients and explain its Issuing Procedures in F and B department.

14. (a) Explain - Cashiering Procedures.

Or

- (b) Explain - Report Writing and Record Keeping in Hospitality Security and System.

15. (a) What are the stages of report writing?

Or

- (b) How will you Establish Credit Policies and Procedures in Hotel Industry?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain - Effectiveness Management in Hospitality Security and System.

Or

- (b) Explain
- (i) Alarm System
  - (ii) Area of Vulnerability
  - (iii) Security and the Law.

17. (a) Explain — Importance of Accounting and Control Procedures and Computer Security.

Or

- (b) Explain - Function and Importance of Recreation Department and Point out Special Guest and Events.

18. (a) List out and Explain the Importance of Media Relation.

Or

- (b) Explain Emergency Management Procedures for
- (i) Flood
  - (ii) Fire
  - (iii) Robberies.

<b>C-0466</b>
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<b>Sub. Code</b>
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<b>90611</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**Hotel Management and Catering Science**

**MANAGEMENT CONCEPTS**

**(Upto – 2015 bath)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. What are the significances of management?
2. What are the components of planning?
3. What you mean by planning? What are the importance of planning?
4. What are the importance of leadership?
5. What are the techniques of co-ordination?
6. What you mean by bench marking? What are the needs of bench marking?

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. What are the relevance of management in transport industry?
8. What are the importance of Decision making?

9. What are the various forms of organisation?
10. What are the styles of leadership?
11. What you mean by controlling? What are the techniques of controlling?
12. What you mean by business process reengineering? What are the factors influencing the success of business process reengineering?

**Part C**

(1 × 10 = 10)

Compulsory

13. What are the importance of MBO? What are steps involved in MBO?
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<b>C-0467</b>
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<b>Sub. Code</b>
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<b>90612</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**Hotel Management and Catering Science**

**ORGANIZATIONAL BEHAVIOUR**

**(Upto 2015 batch)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. What are the needs of organisation behaviour?
2. What is group Behaviour and Types?
3. What are the elements of communication process?
4. What are the factors that influence the behaviour?
5. What are the implications of organisational Behaviour?
6. What are the objectives of organisational Development?

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. What are the techniques of management of stress?
8. What are the characteristics of organisational Development?

9. What you mean by Group Dynamics? What are the types of Group Dynamics?
10. What you mean by organisational politics? What are its impacts?
11. What are the natures of organisational Behaviour?
12. What are the barriers to communications?

**Part C**

(1 × 10 = 10)

Compulsory

13. What you mean by organisational approach, What are the approaches of organisational Behaviour?
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<b>C-0468</b>
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<b>Sub. Code</b>
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<b>90613</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**Hotel Management and Catering Science**

**FINANCIAL AND MANAGEMENT ACCOUNTING**

**(Upto – 2015 Batch)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. What is Management Accounting?
2. What is personal account?
3. Explain Trend Analysis.
4. State a note on Fund flow statement.
5. Explain any three types of Budget?
6. Explain ARR.

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Discuss the merits of financial accounting.
8. Prepare a Proforma of trail balance.
9. Explain the factors affecting efficiency of ratios.



10. Explain the Limitations of Fund flow Statement.
11. What are the merits of Comparative statement?
12. From the following details calculate current assets and current liabilities.

Current ratio 2.5

Working capital Rs. 63,000

**Part C**

(1 × 10 = 10)

(Compulsory)

13. Explain various ratios in detail.
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<b>C-0469</b>
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<b>Sub. Code</b>
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<b>90614</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**Hotel Management and Catering Science**

**ECONOMICS OF TOURISM**

**(Upto 2015 batch)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. Define Tourism.
2. Highlight the factors responsible for the growth of IT.
3. What are the effects of Domestic Tourism?
4. What is Regional Development?
5. Explain JIPO study.
6. What do you mean by Pilgrim Centre?

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Explain the features and nature of Tourism.
8. Write the Deleterious effects of Tourism.
9. State the factors determining the volume of domestic tourism.

10. "Tourism as invisible trade item" – Comment.
11. Explain Tourism under five-year plans.
12. Write short notes on Himalayan Pilgrim Centre.

**Part C**

(1 × 10 = 10)

Compulsory

13. Explain in detail the Evolution tourism Development policies in post-independence India.

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<b>Sub. Code</b>
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<b>90615</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**Hotel Management and Catering Science**

**HOTEL FACILITY MANAGEMENT**

**(Upto – 2015 Batch)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. What is Location Analysis?
2. State the importance of Cost Comparisons.
3. Write the meaning of Site Design.
4. What is Food and beverage Outlet mean?
5. Define the Project Planning Team.
6. Write any three Reasons to Renovate.

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Write short notes on Cost Analysis.
8. Explain the various types of layout.
9. What is the Role of Planning and Design in Hotel?

10. Elucidate the Food Production Area.
11. What are the factors you will consider while Designing the Function Area?
12. Briefly explain the various Types of Renovation.

**Part C** (1 × 10 = 10)

(Compulsory)

13. Illuminate the Renovation Process, the life cycle of a Hotel and Reason to Renovate.
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<b>C-0471</b>
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<b>90616</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**Hotel Management and Catering Science**

**ECOLOGICAL AND ENVIRONMENTAL ASPECTS OF  
TOURISM**

**(Upto 2015 Batch)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. Define Ecology and ecosystem.
2. What are the problems of pollution?
3. Mention any three ways of reducing pollution.
4. What are positive effects in tourism of ecosystem?
5. State the organization working for developing Eco-tourism.
6. Why is the preservation system worldwide required?

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Explain the elements of tourism.
8. What are the various kinds of Pollution?

9. Explain the causes for Pollution.
10. “Effects of tourism of ecosystem” –Comment.
11. Why is preserving Flora and Fauna is necessary?
12. Write short notes on Global eco-Tourism.

**Part C**

(1 × 10 = 10)

**(Compulsory)**

13. Explain in detail the role of Ecosystem in the development of tourism.
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<b>C-0472</b>
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<b>90617</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**Hotel Management and Catering Science**

**IT – SKILLS – OFFICE AUTOMATION (PRACTICAL)**

**(Upto 2015 Batch)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. Write short notes on Find and Replace in MS-Word.
2. What is MS-Excel? Explain the features and its components.
3. What are the major features of PowerPoint?
4. Write short notes on account receivable module.
5. What are food and beverage? List out its operations.
6. What are the competencies for front office operations?

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Write short notes on the following:
  - (a) Word Processor
  - (b) Headers and Footers.



8. Explain how can you create and execute a macro in excel.
9. Explain in detail about adding and formatting text in PowerPoint presentation.
10. Describe in detail about Inventory module.
11. Discuss on recipe management.
12. Explain the property management systems for hotel industry.

**Part C**

(1 × 10 = 10)

**(Compulsory)**

13. Explain the steps involved in mail merge operation in MS-Word.
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<b>C-0473</b>
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<b>Sub. Code</b>
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<b>90621</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Second Semester**

**Hotel Management and Catering Science**

**RESEARCH METHODS IN HOSPITALITY INDUSTRY**

**(Upto 2015 Batch)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. What is hypothesis?
2. Write short notes on primary and secondary sources.
3. What are quantitative variables indicate quality?
4. Brief on - Estimation of population parameter.
5. What is cluster Analysis?
6. List the purpose of format in research reports.

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Write detailed notes on components of research problems.
8. Briefly Explain about data Analysis.

9. Answer in detail nature sales methods and scale construction technologies.
10. Describe the role of probability theories.
11. Write detailed notes on Discriminate Analysis.
12. What are the points to considered while presenting research reports.

**Part C** (1 × 10 = 10)

Compulsory.

13. Write elaborately about data collection.
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C-0474

Sub. Code

90622

M.B.A. DEGREE EXAMINATION, APRIL 2019

Second Semester

Hotel Management and Catering Science

HUMAN RESOURCE MANAGEMENT IN  
HOSPITALITY INDUSTRY

(Upto 2015 Batch)

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. State the three objectives of HRM.
2. What is job analysis?
3. What is Separation?
4. What is HR information system?
5. What is integration?
6. What is industrial relations?

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. What are the functions of HR in hotel industry?
8. What are need for planning under hospital industry?

9. What are the fringe benefits of hospital employees?
10. How employees grievances are redressed?
11. Distinguish between industrial disputes and settlement.
12. Explain the term accident presentation.

**Part C** (1 × 10 =10)

(Compulsory)

13. Discuss in detail workers participation in management in hospital industry.
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<b>C-0475</b>
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<b>Sub. Code</b>
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<b>90623</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Second Semester**

**Hotel Management and Catering Science**

**ADVANCED FOOD PRODUCTION AND PATISSERIE**

**(Upto – 2015 batch)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. Write short notes on Cook – Chill.
2. List out any four Italian Pastas.
3. Write short notes on Salami and Sausage.
4. Give a Brief note on Pantry.
5. Write short notes on Fondant.
6. Give a Brief note on Royal Icing.

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Explain the Importance of Oriental and Thai Cuisines with examples.
8. What are the Duties and Responsibilities of Grade Manger?

9. Explain :
  - (a) Developing of New Recipes
  - (b) Standard Recipes
  - (c) Food Cost Percentage.
10. Explain in Detail – Kitchen Supervision.
11. Explain – Cook-Freeze systems.
12. Explain – Chocolates and List out its Preparation and Varieties

**Part C** (1 × 10 = 10)

**Compulsory**

13. You are working as an Executive Chief at Hotel Breezea, Bangalore Plan a Grand North Indian Food Festival with 20 courses of Delicious North Indian dishes for about 1200 Pax.
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**C-0476**

**Sub. Code**

**90624**

**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Second Semester**

**Hotel Management and Catering Science**

**ADVANCED FOOD AND BEVERAGE SERVICE  
CONTROL**

**(upto 2015 batch)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. Give a Brief Note on Optimal Price.
2. Write Short Notes on Distribution system.
3. List any four Concepts and Importance of Selection.
4. Write short notes on ABC analysis.
5. Write any four Brand Names of Whisky.
6. Write short notes on Importance of Bar Control.

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. What is Standard Purchase Specification? What are the Points to be Considered while Purchasing Alcoholic and Non Alcoholic Beverages?



8. Explain : (a) Typical Ordering Procedures (b) Typical Receiving Procedures.
9. List Out the Selection & Purchasing Procedures of (a) Dairy Products (b) Meat (c) Fruits.
10. List out any eight Brand Names of International Brandy and Point Out Different types of Equipments, Furniture and Fixture used in F & B Service Outlets in 5 Star Hotel.
11. What do You Mean By Yield Management? List Out the Records Maintained in Food Cost Control.
12. Briefly Explain — Beverage Cost Reconciliation.

**Part C** (1 × 10 = 10)

Compulsory

13. Explain in details :

Mr. Kalyan has newly joined Hotel The Palace, Mumbai as Food and Beverage Control Manager. Guide him in selection and Purchase of **Seafood, Poultry, Vegetables, Furniture & Fixture** for his hotel.

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<b>C-0477</b>
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<b>Sub. Code</b>
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<b>90625</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Second Semester**

**Hotel Management and Catering Science**

**ADVANCED ACCOMMODATION OPERATIONS**

**(Upto 2015 Batch)**

Time : Three Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **ALL** questions.

1. Write short notes on Inventory control.
2. Highlight the importance of Housekeeping department.
3. Write short notes on Master Budget.
4. Write short notes on Popcorn Ceilings.
5. Write short notes on Material Budget.
6. Write short notes on Brick Walls.

**Part B**

(4 × 8 = 32)

Answer any **Four** questions

7. Explain-(a) Budgeting Expenses (b) Controlling Expenses of Housekeeping department.
8. Explain-(a) Principles of Purchasing (b) Stages of Purchasing

9. Explain-Types of Furniture and Fixture used in Hotel industries and Explain its Selection Procedures.
10. Explain-Contract Cleaning.
11. Explain-Material Planning, Administration of Equipments and Guest Room supplies.
12. Explain-Different Stages involved in Training and Evaluating Supervisors and Managers.

**Part C**

(1 × 10 = 10)

Compulsory

13. Mr.Krishnakumar is working as a Executive House Keeper in Hotel The Park, Mumbai. Explain his Role in Effective Environmental Control.
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C-0478
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90626
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Second Semester**

**Hotel Management and Catering Science**

**ADVANCED FRONT OFFICE OPERATION**

**(Upto 2015 batch)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. Write short notes on Guest Paging.
2. Give a short note on Reservation Modules.
3. Write Short note on Forecasting.
4. Give a Brief Note on Operating Budget.
5. Write short notes on No — Shows.
6. Give a Short note on occupancy Ratio.

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Explain – Property Management System and its Importance.
8. Explain (a) Pre – Arrival (b) Arrival (c) Stay (d) Departure and Post – Departure.

9. List out and Explain – Interdepartmental Relationship of Front Office Department with other Departments.
10. Explain – (a) Benefits of Forecasting (b) Datas required for Forecasting.
11. List out and Explain – Different Methods of Measuring Hotel Performances.
12. Explain – (a) Measuring Yield (b) Night Audit Process.

**Part C**

(1 × 10 = 10)

Compulsory.

13. You are working as a Front Office Manager in Hotel National at Mumbai. How will you handle the following Emergency Situations.
    - (a) Terrorism Activities
    - (b) Fire
    - (c) Flood
    - (d) Bomb Threats
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C-0479

Sub. Code

90631

M.B.A. DEGREE EXAMINATION, APRIL 2019

Third Semester

Hotel Management and Catering Science

FINANCIAL MANAGEMENT

(Upto 2015 Batch)

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. Define Financial Management.
2. State the meaning of share and debentures.
3. What is financing working capital?
4. What is Average rate of return?
5. What is meant by optimum capital structure?
6. What is receivable Management?

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Explain the concept of wealth in the context of wealth maximization objective.
8. What are the different sources of long-term financing?

9. Explain the background and recommendations of Tandon committee
10. Explain the difference between IRR and NPV methods.
11. What do you understand by cost of capital? How it is ascertained?
12. What are the objectives of credit policy and credit period?

**Part C**

(1 × 10 = 10)

(Compulsory)

13. Critically examines the Net Income and Net operation Income approaches to capital structure.
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<b>C-0480</b>
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<b>Sub. Code</b>
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<b>90632</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Third Semester**

**Hotel Management and Catering Science**

**HOSPITALITY PROJECT MANAGEMENT**

**(Upto – 2015 batch)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. What do you mean by franchising of hotels?
2. What is preliminary feasibility study?
3. What do you mean by model projects?
4. Define the term “Resource Scheduling”.
5. Write notes on CPM.
6. What is industrial sickness?

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Write notes on:
  - (a) Identification of project opportunities (4)
  - (b) Capital budgeting for hospitality units. (4)
8. Comment on the facets of appraisal.



9. Elucidate on the preparation of feasibility reports for hotels.
10. Comment on the importance of network techniques pertaining to project implementations.
11. Give an account on integrated resource management.
12. Write notes on:
  - (a) Project audit (4)
  - (b) Evaluation under uncertainty (4)

**Part C** (1 × 10 = 10)

(Compulsory)

13. Give an account on various facilities to be incorporated in a project for a 4-star hotel as per the norms of HOTEL AND RESTAURANT APPROVAL CLASSIFICATION COMMITTEE
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C-0481

Sub. Code

90633

M.B.A. DEGREE EXAMINATION, APRIL 2019

Third Semester

Hotel Management and Catering Science

HOSPITALITY LAWS

(Upto 2015 batch)

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. What is consumer protection?
2. What do you mean by building codes?
3. What is Hazard communication standard?
4. Write a note on 'licensing'.
5. What is a coin box telephone?
6. What do you understand the term copyright?

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Write notes on :
  - (a) consumer contracts
  - (b) catering contracts.

8. What are the significance of swimming pools in hotels?
9. What are the rights of employees under health Act?
10. Point out the regulations of hotel projects in towns.
11. Give an account on telephone regulations for the licensing improved in hotel service.
12. Comments on intrastate calls coin-box telephones.

**Part C**

(1 × 10 = 10)

Compulsory

13. Discuss in detail the regulations and exemptions under Copy Right Law of 1976.

<b>C-0482</b>
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<b>Sub. Code</b>
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<b>90641</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Fourth Semester**

**Hotel Management and Catering Science**

**HOSPITALITY MARKETING**

**(Upto 2015 onwards)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. What is mean by hospitality marketing?
2. What is mean by planning?
3. Define motivation
4. Define research design.
5. What is distribution mix?
6. What is social focus?

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. What are the role of marketers inhospitality management?
8. Distinguish between marketing plans and monitoring plans.

9. Write short notes on
  - (a) Individual guest behaviour
  - (b) Business guest behaviour.
10. What are the need for marketing information systems?
11. Give a detailed account on various phases of hospitality networks.
12. What are the relationship between hospitality marketing and network marketing?

**Part C** (1 × 10 = 10)

Compulsory.

13. Discuss in detail the future development in the boarding and lodging sector in hospitality marketing.
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<b>C-0483</b>
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<b>Sub. Code</b>
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<b>90642</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Fourth Semester**

**Hotel Management and Catering Science**

**EVENT MANAGEMENT**

**(Upto 2015 Batch)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. Define Event Management.
2. State the political implication of events.
3. What is event feasibility?
4. What is a budget?
5. List out the necessary safety measures to be followed for an event.
6. What is event organization?

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Explain the scope of event market in India.
8. What are Event services? Explain its types.

9. What are the steps to be followed while planning an event?
10. With illustration explain the various support services provided by the event managers.
11. Explain the process involved in managing the event.
12. Explain the factor that are influencing on the number and type of staffing.

**Part C**

(1 × 10 = 10)

Compulsory.

13. Explain the various logistics and support services used in the event management.
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<b>C-0484</b>
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<b>Sub. Code</b>
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<b>90643</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Fourth Semester**

**Hotel Management and Catering Science**

**BEVERAGE AND BAR MANAGEMENT**

**(Upto – 2015 Batch)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. What do you mean by Bar?
2. Write short note on health concern.
3. What is Bar Layout?
4. Write a note on Service procedure.
5. What is Pricing Strategy?
6. What do you mean by Federal Control?

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Explain the future of Bar.
8. Explain the importance of Health concerns.
9. Discuss about the art of mixology.



10. Explain the service procedures and selling techniques.
11. How would you plan for Beverage Operations?
12. Explain about Sales profitability and Control.

**Part C**

(1 × 10 = 10)

**(Compulsory)**

13. Explain briefly about the social concern and management in this modern world.
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<b>C-0485</b>
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<b>Sub. Code</b>
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<b>90644</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Fourth Semester**

**Hotel Management and Catering Science**

**TOURISM IN THE HOSPITALITY INDUSTRY**

**(2015 onwards)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. Define values.
2. Define learning.
3. What are the impacts on social dimensions?
4. Define international tourism.
5. Write in short about tourism planning.
6. Write in short travel flows.

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Write briefly about the travel in ancient civilization.
8. Explain the tourism development.
9. Explain the tools of tourism economics.

10. Write in brief about measurement.
11. Explain environmental dimension.
12. Explain the process in research.

**Part C**

(1 × 10 = 10)

Compulsory

13. Explain briefly the planning development should be made by the government for the benefit of tourist in all sorts of tourism.
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<b>C-0486</b>
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<b>Sub. Code</b>
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<b>90645</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Fourth Semester**

**Hotel Management and Catering Science**

**HOSPITALITY TRAINING AND DEVELOPMENT**

**(Upto 2015 batch)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. What is coaching?
2. Write the meaning of orientation.
3. What is on the job training?
4. What are the objectives of good training?
5. Differentiate between simulation and role playing.
6. List out the duties and responsibilities of Training Managers.

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Define training. Explain the barriers for an effective training.
8. Explain the procedure for monitoring and evaluation of training programmes.

9. Explain the types of audiovisual media and state its functions.
10. Explain the methods used for training the lower level skilled employees.
11. Explain with illustrations how to evaluate learning transition from pre opening to actual operation.
12. Why it is necessary to evaluate training? Explain how to conduct performance review.

**Part C**

(1 × 10 = 10)

**Compulsory**

13. Explain the procedure for recruiting and training employees in hospitality sector.
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<b>C-0487</b>
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<b>Sub. Code</b>
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<b>90646</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Fourth Semester**

**Hotel Management and Catering Science**

**HOSPITALITY SECURITY AND SYSTEMS**

**(Upto – 2015 batch)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. Define security.
2. What is surveillance?
3. List few safety equipments.
4. What is in-room safe?
5. Write a note on report writing.
6. What is physical protection?

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. How will you develop the security program?
8. Write briefly about the communication systems.
9. Explain the role of engineering department.

10. Discuss the role of human resource department.
11. How would you establish credit policies?
12. Discuss about maintaining media relations.

**Part C**

(1 × 10 = 10)

Compulsory

13. Explain the following cases in your practical point of view.
    - (a) How will you take decisions to protect the guest room when there is a security breach in guest room?
    - (b) How will you manage the emergency situation like flood, fire, medical emergencies?
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<b>C-0488</b>
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<b>Sub. Code</b>
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<b>90647</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2019**

**Fourth Semester**

**Hotel Management and Catering Science**

**IT SKILLS – E-COMMERCE – PRACTICAL**

**(Upto 2015 batch)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. What is E-Commerce?
2. What is called Internet address?
3. Expand and write a note on the term RDBMS.
4. What are the roles of Intelligent Agent in EDI?
5. What is meant by symmetric key?
6. Define the term BAN.

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Describe the scope of E-Commerce.
8. Explain about B2B and B2C E-Commerce.



9. Describe the architecture of hierarchical model in RDBMS.
10. Explain about communication between intelligent agent Vs computing agent.
11. Describe the key management in cryptography.
12. Explain about tracking tools for E-commerce.

**Part C**

(1 × 10 = 10)

Compulsory.

13. Discuss about electronic marketing and advertisement strategies in E-commerce business.
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