

C-1448

Sub. Code

90611

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Hotel Management and Catering Science

MANAGEMENT CONCEPTS

(Upto – 2015 batch)

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. What do you mean by Management?
2. Write briefly about on MBO.
3. Write short notes on Centralization.
4. Write briefly about motivation in management.
5. Write short notes on coordination in management.
6. Write short notes on strategic alliances.

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Explain about evolution of management thought.
8. Write notes on components of planning.
9. Write notes on principle of organization.

10. Explain about importance of directing.
11. Explain about objectives of management control system.
12. Write notes on new perspectives in management.

**Part C** (1 × 10 = 10)

Compulsory

13. Discuss in detail about industry with special reference to shipping and port management operations.
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C-1449

Sub. Code

90612

**M.B.A. DEGREE EXAMINATION, NOVEMBER 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. Write the elements of organisational behaviour.
2. Define attitude.
3. What is organisational communication?
4. Define power.
5. What is organisational design?
6. What do you understand by organisational change?

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Discuss the approaches of organisational behaviour.
8. Explain the importance of learning.
9. Write the qualities of leadership.

10. How do you manage stress?
11. State the significance of organisational culture.
12. Write a short note on organisational development.

**Part C** (1 × 10 = 10)

(Compulsory)

13. Explain in detail about the methods to reduce barriers of organisational communication.
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<b>C-1450</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, NOVEMBER 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. Define Management Accounting
2. What is statement of affairs?
3. Define Turnover Ratio.
4. State the need for Cash flow statement.
5. What is Budgeting?
6. What is NPV method?

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Write the differences between Financial and Management Accounting.
8. Explain Double entry system of Accounting.

9. Write short notes on Common size and Comparative Statements.
10. Find out the funds from operations from the details given below:
- Net Profit           Rs 95,000
- Depreciation       Rs 42,000
- Profit from sale of long term investments included in the P&L A/c   Rs 13,000
- Goodwill Written off   Rs 20,000
11. What are the various types of budgets?
12. Explain Capital Rationing.

**Part C**

(1 × 10 = 10)

Compulsory.

13. Explain in detail the concept of Accounting, its conventions, and accounting standards.
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**C-1451**

**Sub. Code**

**90614**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 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. Write the definition for tourism market.
2. List the new trends of tourism.
3. Write the factors influencing the growth of Tourism in IT.
4. What is Tourism Pricing?
5. What does ICRIER stand for?
6. Mention the requisites of entrepreneurship.

**Part B**

**(4 × 8 = 32)**

Answer **four** questions.

7. Write the major components of Tourism.
8. Explain how inflation affects the international Tourism.
9. Write detailed notes on Tourism projects.

10. Analyse the third world scenario for the purpose of Tourism.
11. Narrate the uses of empirical studies for the measurement Tourist satisfaction in India.
12. List down the top 20 pilgrimage centres of India.

**Part C** (1 × 10 = 10)

Compulsory.

13. Elaborate the role of Five Year Plans in the Tourism Development in India.
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<b>C-1452</b>
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<b>Sub. Code</b>
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<b>90615</b>
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**M.B.A DEGREE EXAMINATION, NOVEMBER 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. Write short notes on location in operation management.
2. Write briefly about facility layout.
3. Write short notes on site design.
4. What do you mean by Lobby?
5. Write briefly about office space in Hotel.
6. Write short notes on life cycle of Hotel.

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Explain about factors affecting location.
8. Write notes on Space determination.
9. Explain about facility design and hotel design.

10. Write notes on design of various areas in guest room suites in a Hotel.
11. Explain about the project planning team in a Hotel.
12. Write notes in renovation process in a Hotel.

**Part C** (1 × 10 = 10)

**Compulsory**

13. Discuss in detail about general procedures for facility location.
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<b>C-1453</b>
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<b>Sub. Code</b>
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<b>90616</b>
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**M.B.A. DEGREE EXAMINATION, NOVEMBER 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 Eco-Tourism.
2. State the problems of pollution.
3. Mention the causes for pollution.
4. What are the effects of tourism of ecosystem?
5. Explain Flora and Fauna.
6. What is Global Eco-Tourism?

**Part B**

(4 × 8 = 32)

Answer any **FOUR** questions.

7. Explain the role of ecosystem in the development of tourism.
8. What are the adverse effects of pollution on tourism?

9. Explain the ways of reducing pollution.
10. “Rectifying the negative impacts in tourism of ecosystem” – comment.
11. Explain the different organization working for preserving Flora and fauna.
12. Write short notes on trends and preservation systems worldwide.

**Part C**

(1 × 10 = 10)

(Compulsory)

13. Explain in detail the effect of ecology in the development of tourism spots.
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<b>C-1454</b>
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<b>Sub. Code</b>
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<b>90617</b>
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**M.B.A. DEGREE EXAMINATION, NOVEMBER 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. Explain the spell checking features in MS-Word.
2. Write the procedure to insert and delete a cell in worksheet.
3. Write the steps to create and save a slide presentation in Power Point.
4. What is the difference between accounts payable and accounts receivable modules? List out the key functionalities of accounts payable module.
5. What are the uses of food service catering software?
6. Write short notes on telephone call accounting systems.

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Explain in detail about cross reference and bookmark.
8. Write any five functions in Excel and explain their use.
9. How to draw and rotate an object? Write steps.
10. Explain in detail about inventory module.
11. Explain the process and uses of integrated food service software.
12. Describe the Energy management system.

**Part C**

(1 × 10 = 10)

(Compulsory)

13. Describe the different editing options available in worksheets.
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**C-1455**

**Sub. Code**

**90621**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 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 scientific research?
2. List out different types of tests in data analysis.
3. What do you mean by the F-test?
4. What is cross tabulation?
5. Define chi-square test.
6. Write the purpose of format in research report.

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Write about hypothesis types and sources.
8. Explain about sampling merits and de-merits.

9. State detail about scale constructions technologies.
10. Describe - estimation of population parameter.
11. Write short on :
  - (a) cluster analysis
  - (b) co-joint analysis.
12. Explain pictures and graphs in research reports.

**Part C** (1 × 10 = 10)

Compulsory.

13. Briefly explain about qualities data and research reports.
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C-1456
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Sub. Code
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90622
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M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Second Semester

Hotel Management and Catering Science

HUMAN RESOURCE MANAGEMENT IN HOSPITALITY  
INDUSTRY

(Upto 2015 onwards)

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. Give the roles of Human resource function in organization.
2. What is human resource planning?
3. What is demotions?
4. What is incentives?
5. What is discipline in hospital industry?
6. What is collective bargaining?

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. What are the structure of Human Resource Management in star hotels?
8. What are the functions of Human Resource Planning?

9. Distinguish between placement and induction.
10. What are the Human Resource Information System in hotel industry?
11. What are the objectives of workers participation management?
12. Write notes on
  - (a) Job description
  - (b) Employee grievances
  - (c) Job design

**Part C**

(1 × 10 = 10)

**Compulsory**

13. Discuss in detail the selection process of employees in hospital industry.
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<b>C-1457</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, NOVEMBER 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 — Freeze.
2. List out any 4 Mexican Food items.
3. Write short notes on Hors- d'oeuvres.
4. Write short notes on Force Meat.
5. Give a Brief note on Marzipan.
6. Write short notes on American Frosting.

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Explain the importance of French and English Cuisine with Examples.
8. What are the different sections of Grade Manager? and List out the Equipments, and tools, used in Grade Manager?

9. Explain: (a) Balancing of Recipes (b) Standard Portion (c) Portion control.
10. Briefly Explain — Elements of supervision in Kitchen.
11. Explain — Cook chill system.
12. Explain - Ice cream and List out Basic Preparation and its varieties.

**Part C**

(1 × 10 = 10)

**Compulsory**

13. You are working as an Executive Chef at Hotel Mahal Palace, Mysore Plan a **Grand South Indian Food Festival** with 25 courses of Delicious South Indian dishes for about 1500 Pax.

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C-1458

Sub. Code

90624

**M.B.A. DEGREE EXAMINATION, NOVEMBER 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 XYZ analysis.
2. Write Short Notes on Par Stock.
3. Give a Brief Note on Importance of Food Cost.
4. Write short notes on Optimal Suppliers.
5. List out any three forces affecting the Distribution System.
6. Point out any four Concepts and Importance of Procurement.

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Explain :
  - (a) An overview of purchasing function.
  - (b) What are the points to be considered while preparing a purchasing order?

8. Explain :
  - (a) Typical Storage Procedures.
  - (b) Security in the Purchasing system.
9. Point out the Selection & Purchasing Procedures of
  - (a) Fish
  - (b) Egg
  - (c) Poultry.
10. List out any eight Mock tails and Explain Different types of Equipments, Furniture and Fixture used in F and B Service Outlets in 5 Star Hotels
11. What do you mean by Yield Management? List Out the Records Maintained in Beverage Cost Control.
12. Briefly Explain — Food Cost Reconciliation.

**Part C** (1 × 10 = 10)

Compulsory.

13. Mr. Amarnath has newly joined Hotel Navarathna, Goa as Food and Beverage Control Manager. Guide him in selection and Purchase of Dairy products, Meat, Vegetable, Furniture & Fixture for his hotel.
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C-1459
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Sub. Code
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90625
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**M.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Second Semester**

**Hotel Management and Catering Science**

**ADVANCED ACCOMMODATION OPERATIONS**

**(Upto 2015 batch)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. Write short notes on Inventory Management Cost in a Hotel.
2. Write briefly about budgetary control.
3. Write short notes on fixtures in a guest room.
4. Write briefly about housekeeping plans into action in a Hotel.
5. Write short notes on Agreeing terms in a hotel.
6. Write short notes on concepts of safeguarding assets.

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Explain about Managing inventories and Controlling expenses.
8. Explain about Capital budget and Operational budget.

9. Write notes on types of fixtures in a Hotel.
10. What do you mean by contract cleaning? Explain.
11. Explain about various material planning administration of equipment and supplies in a Hotel.
12. Write notes on developing of Executive Housekeeper.

**Part C** (1 × 10 = 10)

Compulsory

13. Explain the importance of Training programs to housekeeping personnel.
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<b>C-1460</b>
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<b>Sub. Code</b>
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<b>90626</b>
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**M.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Second Semester**

**Hotel Management and Catering Science**

**ADVANCED FRONT OFFICE OPERATIONS**

**(Upto 2015 batch)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. Write short notes any two front Office forms.
2. Write briefly about guest services.
3. Write short notes on Security procedures in a Hotel.
4. Write briefly about Occupancy ratio.
5. Write briefly about Measuring yield.
6. Differentiate between Daily and Supplementary Transcripts.

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. What are the various front office equipments used in Hotel Industry? Explain any six of them.

8. Explain about front office guest cycle in a Hotel.
9. Explain about forecasting room availability and budgeting for operations in a Hotel.
10. Write notes on :
  - (a) Daily Operations Report and Rooms Revenue analysis. (4)
  - (b) Hotel Income Statement and Rooms Division Budget Reports. (4)
11. Write notes on concepts of Yield Management in a Hotel.
12. Explain about Night auditing process in a Hotel.

**Part C** (1 × 10 = 10)

Compulsory.

13. Discuss in detail about Operating modes of Night Auditing Procedures in a Hotel.

<b>C-1461</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, NOVEMBER 2019**

**Third Semester**

**Hotel Management and Catering Science**

**FINANCIAL MANAGEMENT**

**(Upto 2015 onwards)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. What is financial function?
2. List out the characteristics of equity shares.
3. List out the components of working capital.
4. State the techniques of capital budgeting.
5. List out the features of optimum capital structure.
6. What is inventory carrying cost?

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Briefly explain the risk- return trade off.
8. What are the different types of preference shares?
9. Describe the significance of working capital.

10. Describe the process of capital budgeting.
11. What are the steps involved in calculating a firm's WACC?
12. Explain the various costs of receivable management.

**Part C** (1 × 10 = 10)

Compulsory

13. “Efficient cost management will aim at maximizing the cost inflows and slowing cost outflows”– Discuss”.

<b>C-1462</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, NOVEMBER 2019**

**Third Semester**

**Hotel Management and Catering Science**

**HOSPITALITY PROJECT MANAGEMENT**

**(Upto 2015 onwards)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. Write short notes on capital budgeting.
2. Write briefly about preliminary feasibility study.
3. Write short notes on project appraisal.
4. What do you mean on project implementation?
5. Write briefly about project control.
6. Write short notes on MIS.

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Explain about Industrial background in India.
8. Write notes on preparation of feasibility report.
9. Explain about facets of appraisal and appraisal criteria.

10. Write notes on multiple projects scheduling and resource scheduling.
11. Explain about resource monitoring, control and integrated resource management.
12. Write notes on project evaluation under uncertainty.

**Part C** (1 × 10 = 10)

(Compulsory)

13. Discuss in detail about government policies, guidelines and investment procedures in hospitality project management.

<b>C-1463</b>
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<b>Sub. Code</b>
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<b>90633</b>
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**M.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Third Semester**

**Hotel Management and Catering Science**

**HOSPITALITY LAWS**

**(Upto to 2015 onwards)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. What is meant by state credit card laws?
2. What are contagious diseases?
3. What is meant by inspection?
4. What are regulation of hotels by cities?
5. What is meant by box telephones?
6. What is meant by videodisc movies?

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. How consumer protection laws should be affecting hotel Industry?
8. Explain the Law regarding aid to choking victims in hotels.

9. What are the provisions of occupational safety and health Act?
10. What are the various types of regulations under hotel industry?
11. Explain the term resale of interstate and international telephone services.
12. Write notes on:-
  - (a) Videodisc and videocassette movies
  - (b) General rules for copy right Laws.

**Part C**

(1 × 10 = 10)

**Compulsory**

13. Discuss in detail health programs under OSHA-OSHA Regulations in hotels.
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<b>C-1464</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, NOVEMBER 2019**

**Fourth Semester**

**Hotel Management and Catering Science**

**HOSPITALITY MARKETING**

**(Upto 2015 Batch)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. What is mean by Marketing?
2. What is Monitoring Plans?
3. What is Business Gust Behaviour?
4. What is Sampling?
5. What is Pricing mix?
6. Define Entrepreneurship

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Explain the concept of marketing mix.
8. How can strategies help in hospitality marketing?

9. Write briefly about hospitality marketing research process.
10. How is marketing organized in hotel services?
11. Describe the planning for strategic decisions in hospitality marketing.
12. Write short notes on
  - (a) Purchase stimuli
  - (b) Cognitive dissonance

**Part C**

(1 × 10 = 10)

Compulsory

13. Discuss in detail the role of marketers in hospitality management.
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<b>C-1465</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, NOVEMBER 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. Write a brief note on event market.
2. What is an event services?
3. State the meaning of operational planning.
4. What is public funding?
5. What is insurance?
6. What is staffing?

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Explain the characteristics and market demand for an event market.
8. Explain the social and community implications of an event.

9. Elaborate the process of event management with illustrations.
10. What is financial planning? Explain the various sources of income for an event.
11. Explain the risk management and emergency services practiced in an event.
12. Explain the factors influence in finding staff for the event.

**Part C** (1 × 10 = 10)

Compulsory

13. Prepare an event plan for your college day.
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<b>C-1466</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, NOVEMBER 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. Define bar.
2. What is a beverage management?
3. Give the classification of alcoholic beverages.
4. Mention any four bar accessories.
5. What is service standard?
6. Define bar control.

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Bring out the steps involved in managing bar and its operations.
8. Explain the types of bar.
9. Mention the bar equipment with its uses.

10. Bring out the role of bartender.
11. Write about the special consideration in bar and beverage marketing.
12. Write the importance of prudent preparation.

**Part C** (1 × 10 = 10)

**Compulsory**

13. Enumerate on marketing mix techniques in improving beverage marketing.

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<b>C-1467</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, NOVEMBER 2019**

**Fourth Semester**

**Hotel Management and catering Science**

**TOURISM IN THE HOSPITALITY INDUSTRY**

**(Up to 2015 batch)**

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. What do you understand by the term travel?
2. What is perception?
3. What you mean by culture tourism?
4. Write a brief note on the dimensions of tourism.
5. Write a short note on environment and tourism.
6. State the different types of research.

**Part B**

(4 × 8 = 32)

Answer any **four** questions

7. Explain the historical dimension of travel in the industrial age.
8. Explain the various tourism behaviors.

9. Is social and cultural behavior have an impact on tourism?- Elucidate
10. With illustrations, explain tourism development life cycle.
11. Explain the importance of international tourism with Indian context.
12. Explain the various process of research in tourism.

**Part C**

(1 × 10 = 10)

Compulsory

13. Elucidate the role and relationship of Indian tourism and International tourism organization in boosting tourism.
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**C-1468**

**Sub. Code**

**90645**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 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. Write short notes on training policy in Hotels.
2. Write briefly about job breakdown.
3. Write short notes on any two training methods in a Hotel.
4. What do you mean on going training?
5. Write briefly about pre-opening training.
6. Write short notes on performance reviews.

**Part B**

**(4 × 8 = 32)**

Answer any **four** questions.

7. Explain about coaching and training process.
8. Write notes on job analysis and development in hospitality industry.

9. Explain about individual training methods and on the job training.
10. Write notes on developing training programs in hospitality industry.
11. Explain about expansion in hospitality-industry.
12. Write notes on evaluating training -program in hospitality industry.

**Part C**

(1 × 10 = 10)

Compulsory.

13. Discuss in detail about types of recruitment in Hotel Industry.
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<b>C-1469</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, NOVEMBER 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. What is an Effective management?
2. Write a note on Physical security.
3. What is Record keeping?
4. Write short note on Fund and credit policy.
5. What is Recreation department?
6. Write a note on :
  - (a) Fire
  - (b) Hurricanes.

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Explain the element of security training.
8. Discuss the use of Alarm systems.

9. What is safe deposit box procedures? Explain.
10. Explain the departmental responsibilities :
  - (a) purchasing
  - (b) receiving.
11. Explain the importance of protection of funds.
12. How would you correlate media relations with medical emergencies?

**Part C** (1 × 10 = 10)

(Compulsory)

13. Write a detailed note on the following cases in your practical point of view
  - (a) Explain the importance of physical security and perimeter control when there is a security problems due to mistakes in Communication system.
  - (b) How will you maintain media relations when Medical Emergency like bomb and bomb threats?

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Sub. Code
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M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Fourth Semester

Hotel Management and Catering Science

IT SKILLS – E-COMMERCE – PRACTICAL

(Upto – 2015 onwards)

Time : 3 Hours

Maximum : 60 Marks

**Part A**

(6 × 3 = 18)

Answer **all** questions.

1. What is called Electronic mail?
2. What is the concept behind B2B and B2C?
3. Write down the types of Models in RDBMS and their purpose.
4. Expand and write a note on the term EDI.
5. What do you mean by firewall in internet security?
6. What is meant by E-cash?

**Part B**

(4 × 8 = 32)

Answer any **four** questions.

7. Describe the roles of communication media in E-Commerce.
8. Discuss the significance of Robustness and reliability in E-Commerce.

9. Explain about Elements of Relational model.
10. Write short notes EDI components.
11. Write short notes on asymmetric cryptosystem.
12. Describe the elements of E-Cash.

**Part C** (1 × 10 = 10)

Compulsory

13. Discuss in detail about E-reservation booking system modules.
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