

C-3926

Sub. Code

90611

M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

MANAGEMENT CONCEPTS

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Give the nature of management.
2. Define operational plan.
3. Name any two advantages of objectives.
4. What are controllable premises?
5. What is unity of command?
6. What is equity?
7. Name the styles of communication.
8. What is the importance of communication?
9. Write the need for control.
10. Define benchmarking.

Part B

(5 × 5 = 25)

Answer **all** questions by choosing either (a) or (b).

11. (a) Discuss about the evolution of management thought.

Or

- (b) Explain the nature and importance of planning.

12. (a) What are the benefits of management of objectives?

Or

- (b) Give the meaning and importance of decision making.

13. (a) What are the various forms of organization?

Or

- (b) Write a short note on delegation of authority.

14. (a) Give the meaning and importance of motivation.

Or

- (b) Enumerate the types of leadership styles.

15. (a) Explain the essentials of controlling.

Or

- (b) Write a short note on total quality management.

Part C

(3 × 10 = 30)

Answer **all** questions by choosing either (a) or (b).

16. (a) Brief on the relevance of management to transport management.

Or

- (b) Define and give the merits and demerits of centralisation.

17. (a) Define and explain the structure organisation.

Or

- (b) Give the principles and importance of directing.

18. (a) Enumerate the different controlling techniques.

Or

- (b) Strategically analyse the new techniques in management.

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M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

FOOD PRODUCTION AND PATISSERIE

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by personal hygiene?
2. Give any four examples for fibre rich foods.
3. Give any four examples for leafy vegetables.
4. What is bain marie?
5. Give any four examples for steamed foods.
6. What is pan American cuisine?
7. What do you mean by bouquet gaini?
8. What is roast gravy?
9. What do you mean by chemical raising agents?
10. What do you mean by proofing?

Part B

(5 × 5 = 25)

Answer **all** questions by choosing either (a) or (b).

11. (a) Expand the abbreviation HACCP. Mention its role in food production.

Or

- (b) Differentiate between macro nutrients and micro nutrients by giving examples.

12. (a) What are the safety precautions to be followed while handling mechanical equipments in kitchen?

Or

- (b) Comment on the cuts of chicken and their uses.

13. (a) Give a detailed account on specifications, care and maintenance of the following equipments.

- (i) Deep fat fryer
- (ii) Dough kneader.

Or

- (b) Mention the salient features of classical modern cuisine.

14. (a) Give the recipe for veloute sauce and state any two of its derivative sauces.

Or

- (b) Give the recipe for minestrone soup.

15. (a) What are the types of flour? Mention their significance.

Or

- (b) Write notes on any three types of batter.

Part C

(3 × 10 = 30)

Answer **all** questions by choosing either (a) or (b).

16. (a) Differentiate between oil and fat. Explain their importance in food production and bakery.

Or

- (b) Draw a neat carcass of beef and label various joints. Explain the uses of joints.

17. (a) Give a detailed account on any five methods of cooking food.

Or

- (b) Classify soups and explain their characteristics with examples.

18. (a) Give a detailed account on any four methods of production of bread dough.

Or

- (b) Write notes on :

- (i) Any three famous dishes of European cuisine. (5)
(ii) Effects of cooking on vegetables. (5)

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M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

FOOD AND BEVERAGE SERVICE

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term "Motel".
2. What do you mean by sea catering?
3. Define the term "Linen".
4. What do you mean by crockery?
5. What is cyclic menu?
6. What do you mean by Table d' hote menu?
7. What do you meant by Mise-en-place?
8. Write briefly about Indian Thali service.
9. Define the term "Alcoholic beverage".
10. What is beer?

Part B

(5 × 5 = 25)

Answer **all** questions by choosing either (a) or (b).

11. (a) Explain about salient features of Airline catering.

Or

- (b) Write notes on Coffee shop and Off-premises catering.

12. (a) Explain the specifications and uses of restaurant furniture.

Or

- (b) Write notes on specifications and uses of any five special equipments found in food and beverage service units.

13. (a) Write notes on any three types of Coffee.

Or

- (b) Mention the accompaniments for the following :

- (i) Melon cocktail
- (ii) Minestrone soup
- (iii) Vegetable cutlet
- (iv) Jeera Pulao
- (v) Albert Pudding.

14. (a) Differentiate between Mise-en-place and Mise-en-scene. Mention its importance in restaurant operations.

Or

- (b) Explain about French service and American service.

15. (a) Explain the various steps involved in production of brandy.

Or

- (b) What do you mean by fermentation? Mention its importance in wine production.

Part C

(3 × 10 = 30)

Answer **all** questions by choosing either (a) or (b).

16. (a) Discuss in detail about attributes of food and beverage service personnel.

Or

- (b) Explain the need for coordination between the food and Beverage service and other department in a Hotel.

17. (a) Compile a five course French classical menu for Lunch. Mention the details of cover and service procedure for each course.

Or

- (b) Write notes on Courses served in English breakfast and Continental breakfast.

18. (a) Explain the various methods of mixing cocktails.

Or

- (b) Give a detailed account on various stages of production in Irish Whisky.

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M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

ACCOMMODATION OPERATIONS

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Horticulture?
2. What are the departments that housekeeping coordinates in hotel?
3. What is management?
4. Define Leadership.
5. Mention the various sections of housekeeping department.
6. What do you mean by orientation?
7. What is performance appraisal?

8. What is union contract?
9. List the different supplies that are kept in guestroom.
10. Define – Budget.

Part B (5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Describe the job description of control desk supervisor.

Or

- (b) Why there is need of housekeeping department in hotel? Brief.

12. (a) Write a note on situational leadership.

Or

- (b) Brief a note o the duties and responsibilities of executive housekeeper.

13. (a) Write about the early priority activities of housekeeping department.

Or

- (b) Give a short note on swing teams.

14. (a) How do you calculate the requirement of employee strength in housekeeping department?

Or

- (b) Explain the different types records and reports that has to be maintained by housekeeping department.

15. (a) Give a short note on different types of linen that are used in guest room.

Or

- (b) Write about different training programmes for staff.

Part C (3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Explain in detail the interdepartment of hotel that housekeeping coordinates with.

Or

- (b) Distinguish the difference between managerial temperament and participative management.

17. (a) Draw the layout and organisation structure of housekeeping department.

Or

- (b) Elaborate in detail the staffing considerations.

18. (a) Distinguish the differences between job description and job specification.

Or

- (b) Explain in detail the personnel administration of hotel housekeeping.

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M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

FRONT OFFICE OPERATIONS

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is occupancy ratio?
2. Write short notes on average room rate per guest.
3. Write briefly about Yield Management.
4. What do you mean by Identical Yields?
5. What do you mean by Forecasting room availability?
6. Define the term "Forecasting".
7. What do you mean by Hotel security staff?
8. What is First aid?
9. Define the term "Hospitality Marketing".
10. What do you mean by Budget?

Part B

(5 × 5 = 25)

Answer **all** questions by choosing either (a) or (b).

11. (a) Explain about Average daily rate and Revenue per available room.

Or

- (b) Write notes on Method of Measuring Hotel Performance in a Hotel.

12. (a) Explain about Measuring yield in Hotel Industry.

Or

- (b) What are the benefits of Yield Management? Explain in detail.

13. (a) Explain the benefits of forecasting in Hotel Industry.

Or

- (b) Write notes on Data required for forecasting operations in a Hotel.

14. (a) Explain about Role of front Office operations in a Hotel.

Or

- (b) Write notes on Fire safety precaution procedures in a Hotel.

15. (a) Write notes on Marketing mix and Marketing segmentation.

Or

- (b) Explain the basic concept of marketing in front office operation in a Hotel.

Part C

(3 × 10 = 30)

Answer **all** questions by choosing either (a) or (b).

16. (a) Explain about Market Index and Evaluation of Hotel by guests.

Or

- (b) Explain about Elements of Yield Management and Yield Management strategies in a Hotel.

17. (a) Discuss in detail about Records required for forecasting room availability in a Hotel.

Or

- (b) Write notes on first aid procedures, security and control of room keys in a Hotel.

18. (a) Discuss in detail about sales and marketing of Hospitality Products, Team and sales techniques in a Hotel.

Or

- (b) Discuss in detail about various types of budget in a Hotel.

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M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

FINANCIAL AND MANAGEMENT ACCOUNTING

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is single entry?
2. Briefly discuss the importance of liquidity ratio.
3. Discuss about errors and rectification.
4. What is the need for fund flow statement?
5. Discuss about the historical aspect of accounting.
6. Explain market earnings ratio.
7. What is payback period method?

8. Mention the classifications of budget.
9. State the limitations of cash flow statement.
10. Write short notes on current assets.

Part B

(5 × 5 = 25)

Answer **all** questions by choosing either (a) or (b).

11. (a) What do you mean by single entry system of book keeping? Explain its features.

Or

- (b) What is capital budgeting? Why is it significant for a firm?

12. (a) Discuss about profitability index.

Or

- (b) What is meant by budgetary control system?

13. (a) Differentiate fund flow and cash flow analysis.

Or

- (b) What are the limitation of fund flow statement?

14. (a) How can management make effective use of ratio analysis?

Or

- (b) Discuss about trend analysis.

15. (a) Explain the steps involved in preparation of trial balance and final accounts with suitable examples.

Or

- (b) Discuss about international accounting standards.

Part C (3 × 10 = 30)

Answer **all** questions by choosing either (a) or (b).

16. (a) Explain the role of management accountant in a business enterprise.

Or

- (b) Discuss the concept of management accounting. How can management accounting be useful to the management?

17. (a) The following in the balance sheet of a company as on 31st March.

Liabilities	Rs.	Assets	Rs.
Share capital	2,00,000	Land and buildings	1,40,000
Profit and loss account	30,000	Plant and machinery	3,50,000
General reserve	40,000	Stock	2,00,000
12% debentures	4,20,000	Sundry debtors	1,00,000
Sundry creditors	1,00,000	Bills receivable	10,000
Bills payable	50,000	Cash at bank	40,000
	<u>8,40,000</u>		<u>8,40,000</u>

Calculate :

- (i) Current ratio
(ii) Quick ratio
(iii) Proprietary ratio.

Or

- (b) What are the objectives of financial statement analysis?

18. (a) How is the statement of cash-flows useful to investors, analysis, suppliers and managers?

Or

(b) Explain the method of preparation of trading, profit and loss account from incomplete records.

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M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

**HUMAN RESOURCE MANAGEMENT
IN HOSPITALITY INDUSTRY**

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term "HRM".
2. What do you mean by job design?
3. What is job analysis?
4. What is promotion?
5. What do you mean by the term recruitment?
6. What is known as induction?
7. What is job evaluation?

8. What is the difference between wages and salary?
9. What is bonus?
10. What is bargaining?

Part B

(5 × 5 = 25)

Answer **all** questions by choosing either (a) or (b).

11. (a) Describe the functions of human resource management.

Or

- (b) Write the importance of HRM.

12. (a) Discuss the difference between training and development.

Or

- (b) Explain the advantages and disadvantages of transfer.

13. (a) Discuss the concept of transfer along with its types.

Or

- (b) Discuss the purposes and advantages of demotion.

14. (a) Discuss the types of incentive compensation.

Or

- (b) Write short notes on fringe benefits.

15. (a) How welfare is administered in a hotel?

Or

(b) Explain the methods of collective bargaining.

Part C (3 × 10 = 30)

Answer **all** questions by choosing either (a) or (b).

16. (a) Discuss the different types of selection tests and process followed in hotel industry.

Or

(b) What is the concept of performance appraisal? Discuss various methods of performance appraisal.

17. (a) What is job description? Explain the consents of job description in detail.

Or

(b) Discuss the concept of placement along with its significance.

18. (a) Describe the various sources of grievances in detail.

Or

(b) What is employee safety? Explain the steps involved in a safety programme.

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HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

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APRIL 2020 ARREAR EXAMINATION

Third Semester

FOOD AND BEVERAGE MANAGEMENT

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term "Satellite kitchen".
2. Name any four large equipments found in food production area.
3. What are considered as perishable food?
4. Define issuing control.
5. What is the advantage of sous vide cooking?
6. Define the term "Réchauffé".
7. What is the use of Bin card?

8. Define Cocktail Bar.
9. Why menu engineering is important?
10. Name any four garnishes used in bar.

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) What are the main factors that determine the layout of a kitchen?

Or

- (b) Explain the role of standard purchase specification in catering industry.

12. (a) What are the points to be considered while designing a dry storage in Kitchen?

Or

- (b) Explain the procedure for issuing food materials from stores.

13. (a) Write down the advantages and disadvantages of cook chill system.

Or

- (b) How to calculate food costs and price of a restaurant menu? Explain.

14. (a) Explain the importance of portion control in bar service.

Or

- (b) Bring out the procedure for establishing par stocks for bar.

15. (a) What are the bar frauds or errors by waiter and waitress?

Or

- (b) Write down the principles of menu engineering.

Part C (3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Explain the various sections in main kitchen and their functions.

Or

- (b) Describe the planning of various storage spaces in large kitchen.

17. (a) Explain the various factors to consider for planning a banquet menu.

Or

- (b) Describe the different styles of food service and their characteristics.

18. (a) Discuss the difference between fixed and variable costs with examples.

Or

- (b) How to use menu engineering to calculate menu cost? Discuss.
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M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

ACCOMMODATION MANAGEMENT

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term “forecasting”.
2. Write short notes on planning in front office operations.
3. Write short notes on budget cycle.
4. Write briefly about refining budget.
5. What is Yield?
6. What is the formula for Potential average double rate?
7. What do you mean by budgeting?
8. Write briefly about SOP.

9. Write briefly about current trends in housekeeping.
10. What do you mean by decor?

Part B

(5 × 5 = 25)

Answer **all** questions by choosing either (a) or (b).

11. (a) Explain the advantages of using Hubbart formula.
Or
(b) Explain the factors for evaluating front office operations.
12. (a) Write notes on advantages of budgeting in front office operations in a Hotel.
Or
(b) Explain about limitations of budgeting in front office operations in a hotel.
13. (a) Describe the importance of yield management in hotel industry.
Or
(b) Explain about Capacity Management in Hotel Industry.
14. (a) Explain about team spirit in housekeeping operations in a Hotel.
Or
(b) Write notes on the role of security during theft in a Hotel.
15. (a) Write notes interior design in housekeeping department.
Or
(b) Explain about objectives of training in housekeeping department in a Hotel.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Discuss in detail about forecasting room availability in a Hotel.

Or

- (b) Write notes on forecasting data and forecasting formula in front office operation in a Hotel.

17. (a) Explain about various types of budget and budgetary control.

Or

- (b) Write notes on making front office budget and factors affecting budget planning.

18. (a) Discuss in detail about time and motion study in housekeeping operations.

Or

- (b) Discuss in detail about Yield management software in a Hotel.
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M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

RESEARCH METHODS IN HOSPITALITY INDUSTRY

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by Scientific research?
2. What is a research problem?
3. What is a Questionnaire?
4. What is Quantitative data collection method?
5. What is scaling in research methods?
6. Write down the two types of chi square tests?
7. What is T test in hypothesis testing?
8. Give examples of Cross Tabulation.

9. What is co-joint analysis?
10. What is a research report?

Part B (5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Explain the various techniques involved in defining a research problem.

Or

- (b) List out and explain the four steps of hypothesis testing.

12. (a) State the Characteristics of Quantitative Research.

Or

- (b) Explain the importance of sampling in research.

13. (a) Bring out the process of multidimensional scaling in research.

Or

- (b) What is the need for formulating hypotheses in hospitality management research? Explain.

14. (a) Explain the elements of a hypothesis test.

Or

- (b) Write down the steps involved in applying chi-square test.

15. (a) Explain the differentiate between factor and cluster analysis.

Or

- (b) What are the different components of a research report? Explain.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) List out and explain the different types of research.

Or

- (b) Discuss the advantages and disadvantages of online survey.

17. (a) Elaborate the different types of data collection techniques with suitable examples.

Or

- (b) Discuss the various steps involved in hospitality research.

18. (a) Explain the different types of hypothesis test. States its advantages.

Or

- (b) Point out and explain the different methods of factor analysis with suitable example.

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M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

FINANCIAL MANAGEMENT

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define financial management.
2. What is meant by public deposit?
3. Name the types of working capital.
4. Give the formula of working capital.
5. What is meant by average return?
6. What is meant by payback?
7. What is the goal of simulation?
8. How is cost of debt calculated?

9. Define credit policy.
10. What is inventory management?

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Discuss the uses of long term capital resources.

Or

- (b) Give the scope and regulations of public deposits.

12. (a) Discuss the meaning and types of equity.

Or

- (b) Explain the government regulations on public deposits.

13. (a) Enumerate the determinants of working capital.

Or

- (b) What is a commercial bank? How do you get financing for a commercial loan?

14. (a) Write a short note on NPV.

Or

- (b) Explain the decision tree algorithm.

15. (a) Enlist the objectives of budgeting.

Or

- (b) Discuss the factors affecting dividend decision.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Highlight the Tandon committee recommendations on working capital.

Or

- (b) Explain CAPM and its assumptions in detail.

17. (a) Write a note on inventory model with stochastic demand.

Or

- (b) Write a note on the following.

- (i) retained earning
- (ii) weighted average cost.

18. (a) Define and explain the calculation of Miller Orr model.

Or

- (b) Discuss about valuation under Gordon and Walter theory.

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M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

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APRIL 2020 ARREAR EXAMINATION

Third Semester

HOSPITALITY PROJECT MANAGEMENT

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the objectives of Project management?
2. Define Capital Budgeting.
3. What do you mean by project life cycle?
4. What is work breakdown structure?
5. What is feasibility analysis?
6. What is social cost benefit analysis?
7. What do you understand by implementation life cycle?
8. What are the advantages of CPM?

9. What is standard deviation?
10. What is Payback method?

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Explain the characteristics and elements of a project.

Or

- (b) Explain the classification of projects on various bases.

12. (a) Write short note on pre-feasibility study in project management.

Or

- (b) Explain the components of a feasibility study.

13. (a) Bring out the concept of project evaluation in project management.

Or

- (b) What is Risk Analysis Process in Project Management? Explain.

14. (a) Explain the process of project implementation.

Or

- (b) Write down the objectives of project scheduling?

15. (a) Explain PERT with proper example.

Or

- (b) Write down the advantages and disadvantages Payback method?

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Discuss the components of techno-economic feasibility studies.

Or

- (b) Elaborate the process of identifying a Project.

17. (a) Evaluate the importance of risk analysis in project management.

Or

- (b) Discuss the factors affecting project implementation.

18. (a) Discuss the method of evaluating projects financially.

Or

- (b) Explain the advantages and limitations in using PERT.
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M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

HOSPITALITY LAW

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is a consumer contract?
2. What are the objectives of consumer protection act?
3. Define Hotel Law.
4. What are contagious diseases?
5. What is the purpose of OSHA?
6. Name any four OSHA violations.
7. What is PF Registration?
8. What is do you mean by permit room?

9. Define intrastate calls.
10. What is videodisc?

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Explain the significance of plain language law.

Or

- (b) Define No Smoking Law. Explain the reasons to ban smoking in public places.

12. (a) What permissions are required for constructing a swimming pool in Hotel? Explain.

Or

- (b) Bring out the fire exit regulations in the workplace.

13. (a) Explain the four basic rights for the Occupational Health Safety Act.

Or

- (b) Explain the OSHA standards on blood borne pathogens.

14. (a) Write down the role of FHRAI in hotel industry.

Or

- (b) Bring out the importance of ESI Registration in Hotel Business.

15. (a) Explain the importance of telephone services for the hearing impaired.

Or

- (b) Write down the general rules for copyright music and videos.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Discuss the basic terms and conditions for catering contract in India.

Or

- (b) Describe the major features of Consumer Protection Act.

17. (a) Explain the mandatory requirements to start a Hotel in residential

Or

- (b) Discuss the various requirements of the Hazard Communication Standard.

18. (a) List down and explain the Licenses and Registration required for Hotel Business.

Or

- (b) Discuss the conditions for the grant of copyright in India.
-

C-3939

Sub. Code

90641

M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

HOSPITALITY MARKETING

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by marketing mix?
2. How can strategy help in hospitality marketing?
3. What is sales forecasting?
4. What is sales orientation?
5. Write short notes on perception.
6. What is research design?
7. What is sampling?
8. What do you mean by advertising?
9. Define pricing.
10. Define MIS.

Part B

(5 × 5 = 25)

Answer **all** questions by choosing either (a) or (b).

11. (a) Write the difference between marketing and selling concept.

Or

- (b) Write short notes on the following :

- (i) Personal selling
- (ii) Sales promotion.

12. (a) Discuss the importance of strategic planning and control in modern business.

Or

- (b) Write short notes on marketing plan.

13. (a) Explain the characteristics of guest behaviour.

Or

- (b) Write short notes on purchase stimuli.

14. (a) What is a database? How can such database be used by the marketers to improve sales?

Or

- (b) What is survey? Explain different types of survey.

15. (a) Is it essential to use an advertising agency?

Or

- (b) Write short notes on distribution mix.

Part C

(3 × 10 = 30)

Answer **all** questions by choosing either (a) or (b).

16. (a) Explain the different philosophies of marketing management.

Or

- (b) “Marketing research is vital for the evaluation of a sound marketing strategy” – Explain this statement.

17. (a) What do you mean by motivation? How it affect buying decision?

Or

- (b) Explain the significance of consumer behaviour in marketing.

18. (a) Explain the following in the context of marketing research.

- (i) Survey research
- (ii) Sampling.

Or

- (b) Discuss the uses of marketing research.

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90642

M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

STRATEGIC MANAGEMENT

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is mission in strategic management?
2. How many types of business systems are there?
3. How does strategic management help in decision making?
4. Why strategic decision making is important?
5. What does retrenchment mean in business?
6. Under what conditions stability strategy is used.
7. What are the advantages of amalgamation?

8. What difference between line and staff positions?
9. What are the issues in strategy implementation?
10. What is SAP strategy?

Part B

(5 × 5 = 25)

Answer **all** questions by choosing either (a) or (b).

11. (a) Explain the features and objectives in strategic management.

Or

- (b) Enumerate the basic concepts of strategic management.

12. (a) What do you mean by portfolio analysis? Explain the components of portfolio analysis.

Or

- (b) Explain the levels of business strategy.

13. (a) Explain generic strategy alternatives in strategic management.

Or

- (b) Explain the implementation of combination strategy based on porter's model.

14. (a) What do you mean by line and staff function? List down its advantages and disadvantages.

Or

- (b) Distinguish between corporate development and corporate strategy.

15. (a) Explain the concept of leadership and organisational climate.

Or

- (b) What are the challenges in ERP implementation? Why does ERP implementation so difficult?

Part C (3 × 10 = 30)

Answer **all** questions by choosing either (a) or (b).

16. (a) Describe the functional areas of strategic management.

Or

- (b) Explain the methods of analysis and diagnosing corporate capabilities.

17. (a) Explain the foundation of strategy.

Or

- (b) What do you mean by turnaround strategy? What action are required to adopt turnaround strategy?

18. (a) Explain the evolution of organisational structure.

Or

- (b) Explain the applications of ERP implementation.

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90643

M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

TOURISM IN THE HOSPITALITY INDUSTRY

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term tourism.
2. What is meant by globalisation?
3. List out any five international tourism agencies.
4. What is WTO?
5. Who is tour operator?
6. Define – travel agency.
7. What is meant by psychological dimension?

8. What is tourism policy?
9. Define – cultural behaviors.
10. Write about the ‘Greening’ of tourism.

Part B (5 × 5 = 25)

Answer **all** questions by choosing either (a) or (b).

11. (a) Explain the social impact of tourism.

Or

- (b) Explain lifelong ideas in economic dimensions.

12. (a) Define – environment and its perception.

Or

- (b) Discuss – international tourism and peace.

13. (a) Explain the types of research.

Or

- (b) Explain briefly research and tourism.

14. (a) Discuss about travel in ancient civilization.

Or

- (b) Detail about perception and attitudes of psychological dimension.

15. (a) Discuss – travel in the industrial age.

Or

- (b) Discuss – travel in the middle ages.

Part C

(3 × 10 = 30)

Answer **all** questions by choosing either (a) or (b).

16. (a) Describe – research and measurement.

Or

- (b) Briefly explain the international tourism.

17. (a) Define motivation and important of motivate tourist in psychological dimensions.

Or

- (b) Explain – national tourism policies.

18. (a) Tourism environment connection – Explain.

Or

- (b) Tools of tourism economics – Explain.

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90644

M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

HOSPITALITY TRAINING AND DEVELOPMENT

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define training and development.
2. Define – coaching.
3. What is ROI?
4. Write about risk management.
5. What is meant by job specifications?
6. What are the factors involves collecting information on characteristics that different jobs?
7. Define group training.

8. Describe OJT.
9. What is “Duty rota”?
10. Define internship training.

Part B

(5 × 5 = 25)

Answer **all** questions by choosing either (a) or (b).

11. (a) Explain the term :
 - (i) General training.
 - (ii) Departmental training.

Or

- (b) Explain the training needs.
12. (a) Briefly explain about training methods.

Or

- (b) What is the different between on-the-job training method and off-the-job training method?
13. (a) Elucidate evaluating the training effort and outcome.

Or

- (b) Discuss – using visual aids and audio visual aids.
14. (a) Assessment centered programs – Explain.

Or

- (b) Specialized training – Explain.

15. (a) What are the functions and types of audiovisual media?

Or

- (b) What are the objectives of good training?

Part C

(3 × 10 = 30)

Answer **all** questions by choosing either (a) or (b).

16. (a) Briefly explain – importance of staff training in hospitality industry.

Or

- (b) Briefly explain the impact in increasing employee performance.

17. (a) Explain – group training techniques and procedures.

Or

- (b) Draw and discuss the training process model.

18. (a) Brief – how to find training needs?

Or

- (b) Brief – work simplification.

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90645

M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

HOSPITALITY SECURITY AND SYSTEMS

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is safety and security in hospitality industry?
2. What is legal definitions of security?
3. Which surveillance system is best?
4. How do you use a key card?
5. What is lost and found in housekeeping?
6. What are common security risks?
7. What does a human resource department do?
8. How many types of recreation are there?

9. What is curricane?
10. What does robbery mean?

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) What are the elements of hospitality industry?

Or

- (b) Briefly explain the information security laws and practices.

12. (a) Describe the principles of secure communication systems.

Or

- (b) How do you ensure safety and security of the hotel guest?

13. (a) Describe the best access control systems.

Or

- (b) How to you secure valuables in hotel rooms?

14. (a) Write a letter to invite celebrity to an event.

Or

- (b) Explain how to purchase, select and procurement for the hospitality industry.

15. (a) Describe the basic management accounting for the hospitality industry.

Or

- (b) What is called flood? How floods are caused?

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Explain the competencies for security and the lodging industry.

Or

- (b) Enumerate the effectiveness of the internal control systems in hotel industry.

17. (a) Explain the four major departments of hotels.

Or

- (b) Explain the unauthorized presence constitutes a breach of a security sign.

18. (a) Explain the protocol guidelines for events and functions.

Or

- (b) Explain the principles of emergency management.

C-3944

Sub. Code

90611

M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

MANAGEMENT CONCEPTS

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the scope of management?
2. What is MBO?
3. Define decentralisation.
4. Give the meaning of leadership.
5. What is departmentation?
6. Define semi controllable premises.
7. What is manpower planning?
8. Name four barriers in communication.

9. Define controlling.
10. What is business process reengineering?

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Give the meaning any types of planning premises.

Or

- (b) Discuss the relevance of management to transport industry.

12. (a) What are the forms of organising?

Or

- (b) Discuss the process of decision making.

13. (a) What is the relationship between authority and responsibility?

Or

- (b) Write a note on delegation of authority.

14. (a) Give the importance of motivation in an organization.

Or

- (b) Explain the different styles of leadership.

15. (a) What are the essentials of controlling?

Or

- (b) Write a note on types of benchmarking.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Explain the process and benefits of MBO.

Or

- (b) Write a note on types of centralisation.

17. (a) Define and give the principles of directing.

Or

- (b) Discuss the meaning and types of communication.

18. (a) Highlight the nature and purpose of organising and give its principles.

Or

- (b) What is the meaning and characteristics of core competence?

C-3946

Sub. Code

90613

M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

FOOD PRODUCTION AND PATISSERIE

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Expand the following abbreviations :
(a) HACCP (b) FSSAI.
2. Who is chef tournant?
3. Give any four examples for shell fish.
4. Define the term texture.
5. What is court bouillon?
6. What do you mean by acidulated cream dressing?
7. Give any four examples for pasta.
8. What is club sandwich?
9. What do you mean by gluten?
10. What is marzipan?

Part B

(5 × 5 = 25)

Answer **all** questions by choosing either (a) or (b).

11. (a) Write notes on advantages and limitations of any two cooking fuels.

Or

- (b) Differentiate between island type and shore type of kitchen lay-out.

12. (a) Write notes on any five methods of preparation of ingredients.

Or

- (b) Write a notes on any five cuts of fish.

13. (a) Give the recipe for makhani gravy.

Or

- (b) Give the recipe for hollandaise sauce. State any two of its derivative sauces.

14. (a) Give an account on any five special ingredients used in thai cuisine.

Or

- (b) What is galantine? Mention about its preparation.

15. (a) What do you mean by shortenings? Mention their role in bakery and confectionery.

Or

- (b) Write note son tempering of chocolate.

Part C

(3 × 10 = 30)

Answer **all** questions by choosing either (a) or (b).

16. (a) Draw the organization chart of food production department in a 4-star hotel. Explain the duties and responsibilities of executive chef.

Or

- (b) Draw a neat carcass of lamb and label various joints. Explain the uses of joints.
17. (a) Define “soup”. Classify soups and explain their characteristics with examples.

Or

- (b) Write notes on preparation of any four classical appetizers.
18. (a) Give an account on basic preparation of ice cream. Comment on any two types of ice cream.

Or

- (b) Write notes on :
- (i) Preparation of choux pastry. (5)
- (ii) Uses of eggs in cookery and bakery. (5)

C-3950

Sub. Code

90621

M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

RESEARCH METHODS IN HOSPITALITY INDUSTRY

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define research.
2. What is research design?
3. What is primary data?
4. What is a schedule?
5. Define observation.
6. What is proportions?
7. What is point scale?
8. What is T test?

9. What is discriminate analysis?
10. What is a table?

Part B

(5 × 5 = 25)

Answer **all** questions, either (a) or (b).

11. (a) Describe the components of research problem.
Or
(b) Write the characteristics of unable hypothesis.
12. (a) Explain about the steps in survey method.
Or
(b) Describe the qualities of data.
13. (a) Discuss about the testing hypothesis of means.
Or
(b) Write a note on two sample tests.
14. (a) What is correlation? Explain the types of correlation.
Or
(b) Write the benefits of cluster analysis.
15. (a) List out the format of research report.
Or
(b) Write a note on factor analysis.

Part C

(3 × 10 = 30)

Answer **all** questions, either (a) or (b).

16. (a) Discuss the steps in research design.
Or
(b) Enumerate on various types of research with examples.

17. (a) Explain in detail about method of collecting by questionnaire.

Or

(b) Discuss the merits and demerits of correlation.

18. (a) Describe the probability theories with suitable examples.

Or

(b) Comment on the tables, pictures, graphs of research report.

C-3972

Sub. Code

90626

M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

ADVANCED FRONT OFFICE OPERATIONS

(upto 2015 batch)

Duration : 3 Hours

Maximum : 60 Marks

Part A

(6 × 3 = 18)

Answer **all** questions.

1. What is room tariff?
2. What is C form?
3. What is density chart?
4. Define budget.
5. What do you mean by yield management?
6. What is night auditing?

Part B

(4 × 8 = 32)

Answer any **four** questions.

7. Write short note son front desk and explain various essential skills of front desk professionals.
8. Name any eight front office equipments and explain its uses.
9. What is room rate? Explain different types of room rate in a star hotel.
10. What is forecasting room availability in hotels? Explain the importance of forecasting in front office.
11. Write short notes on planning and evaluating of front office operations.
12. Explain different elements of night auditing.

Part C

(1 × 10 = 10)

Compulsory.

13. Explain the role of front office in interdepartmental communication in a star hotel.

C-3953

Sub. Code

90632

M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

HOSPITALITY PROJECT MANAGEMENT

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is project identification?
2. Define capital budgeting.
3. What do you mean by pre-feasibility study?
4. Define forecasting.
5. What do you mean by demand analysis?
6. What is project appraisal?
7. What is resource scheduling in project management?
8. List the four methods of project evaluation.

9. What is project evaluation?
10. What is PERT?

Part B

(5 × 5 = 25)

Answer **all** questions, either (a) or (b).

11. (a) State the functions of project management.
Or
(b) Point out the steps involved in project management.
12. (a) Explain the technical feasibility of a project.
Or
(b) Explain the different methods of project selection.
13. (a) Explain the various methods of economic analysis of projects.
Or
(b) Write down the process of risk analysis in project management.
14. (a) Explain the importance of reviewing and auditing time involved in project implementation.
Or
(b) Point out the importance of resource monitoring in project management.
15. (a) Write short note on project management information system.
Or
(b) How network analysis help in project management? Explain.

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Discuss various dimensions considered for conducting feasibility study of a new project.

Or

- (b) List out and explain the various phases of project management life cycle.

17. (a) State the various policies and investment procedures in organizational project management in India.

Or

- (b) List out and explain the different methods of project appraisal.

18. (a) Evaluate the advantages and disadvantages of project management software.

Or

- (b) Analyse the factors affecting the control of project cost. Also give brief idea of PERT Cost system.

C-3957

Sub. Code

90643

M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

TOURISM IN THE HOSPITALITY INDUSTRY

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write about the 'Greening' of tourism.
2. What is cross – cultural interaction of tourism?
3. Who is tour operator?
4. Define – cultural dimensions.
5. What is tourism policy?
6. Define – motivation.
7. What is cultural behaviors?

8. How will tourists are also affected by social impacts?
9. What is meant by globalisation?
10. Define – travel services.

Part B

(5 × 5 = 25)

Answer **all** questions by choosing either (a) or (b).

11. (a) Define personality. Explain the personality traits.

Or

- (b) Discuss about travel in ancient civilization.

12. (a) Describe values and learning.

Or

- (b) Explain the types of research.

13. (a) Explain about international tourism.

Or

- (b) Explain lifelong ideas in economic dimensions.

14. (a) Discuss about the international tourism and place.

Or

- (b) Detail about interactions between tourists and social dimensions characteristics.

15. (a) Discuss the travel in prehistoric times.

Or

- (b) Explain the research process.

Part C

(3 × 10 = 30)

Answer **all** questions by choosing either (a) or (b).

16. (a) Tourism environment connection – explain.

Or

- (b) Describe the sustainable of green tourism in India.

17. (a) Describe the research and measurement.

Or

- (b) Draw and explain the travel flow chart.

18. (a) Explain about national tourism policies.

Or

- (b) Explain in briefly travel in industrial age.

C-3967

Sub. Code

90621

M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

RESEARCH METHODS IN HOSPITALITY INDUSTRY

(Upto 2015 onwards)

Duration : 3 Hours

Maximum : 60 Marks

Part A

(6 × 3 = 18)

Answer **all** questions.

1. Explain the meaning of research.
2. What are the objectives of research?
3. What are the features of a research design?
4. What are the guiding considerations in the construction of questionnaire? Explain.
5. What are the precautions to be taken while writing a research report?
6. Write short note on Bibliography.

Part B

(4 × 8 = 32)

Answer any **four** questions.

7. Explain the different steps involved in a research process.
8. Discuss the various characteristics of a good research.
9. Explain the types of research in detail.
10. Briefly explain how to conduct a literature review during a research.
11. Find out the standard deviation for the following data 17, 13, 15, 17, 25, 21, 23.
12. Give an account of the contents of a research report.

Part C

(1 × 10 = 10)

Compulsory

13. What is hypothesis? Explain its importance and the types of hypothesis.
-

C-3981

Sub. Code

90646

M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

HOSPITALITY SECURITY AND SYSTEMS

(upto 2015 onwards)

Duration : 3 Hours

Maximum : 60 Marks

Part A

(6 × 3 = 18)

Answer **all** questions.

1. What is security law?
2. Define surveillance.
3. How can you keep money safe in a hotel?
4. How to interact with guests in hospitality industry?
5. What do you mean by physical protection?
6. How to keep records?

Part B

(4 × 8 = 32)

Answer any **four** questions.

7. Elaborate the elements of security training.
8. Explain the various parts to physical security standards in hotel industry.

9. Write short notes on shortage and issuing food beverage department.
10. Explain cashiering procedures.
11. How to establish credit policies and procedures? Explain.
12. Write notes on media relations.

Part C

(1 × 10 = 10)

Compulsory.

13. Discuss in detailed about the protection of funds.
-

C-3982

Sub. Code

90647

M.B.A. DEGREE EXAMINATION

HOTEL MANAGEMENT AND CATERING SCIENCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

IT SKILLS E-COMMERCE – PRACTICAL

(Upto 2015 onwards)

Duration : 3 Hours

Maximum : 60 Marks

Part A

(6 × 3 = 18)

Answer **all** questions.

1. What is E-commerce? Discuss B2B2C and C2B2C model giving proper examples.
2. Define electronic Data Interchange. What are the components of Electronic Data Interchange?
3. What is portal? Explain.
4. What do you mean by e-banking?
5. What are various network topologies?
6. Explain process of sending and receiving e-mails.

Part B

(4 × 8 = 32)

Answer any **four** questions.

7. Explain the working principle of RSA algorithm.
8. Describe the different services of e-commerce.

9. Explain EAN coding systems for EDI message.
10. Define digital cash or e-cash. Explain with example how an online banking system.
11. Explain main steps in evolution of internet.
12. Write note on e-commerce challenges in present era.

Part C

(1 × 10 = 10)

Compulsory

13. What is the difference between traditional commerce and e-commerce?
-