

C-5256

Sub. Code

90611

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Hotel Management and Catering Science

MANAGEMENT CONCEPTS

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term “level of management”.
2. Expand the catchword “PODSCORB”.
3. What do you mean by principles of Management?
4. What is Scalar Chain?
5. Define the term “remuneration”.
6. What is the meaning of unity of command?
7. What is meant by management by objectives?
8. Define the term “motivation”.
9. What do you mean by Centralization?
10. What is directing function of management?

Part B

(5 × 5 = 25)

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

11. (a) Explain the process of organising.

Or

- (b) Write a short note on Manpower planning.

12. (a) Discuss the different roles that managers play in an organization.

Or

- (b) Define organization and steps involved in performing organization activity.

13. (a) Discuss the importance of Organizing Function.

Or

- (b) Mention the features of span of control.

14. (a) Differentiate accountability and responsibility.

Or

- (b) Explain the steps involved in delegation of authority.

15. (a) What are the implications of de-centralisation?

Or

- (b) Explain the characteristics of leadership.

Part C

(3 × 10 = 30)

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

16. (a) Describe the characteristics or nature of management.

Or

- (b) Explain management as a science and as an art and as a both.

17. (a) Discuss the qualities of a successful manager.

Or

- (b) Explain the importance of directing as managerial function.

18. (a) Discuss the advantage and limitations of MBO.

Or

- (b) Explain Decision making and its types.

C-5257

Sub. Code

90612

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021.

First Semester

Hotel Management and Catering Science

FOOD PRODUCTION AND PATISSERIE

(2018 Onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is cookery?
2. Brief on kitchen hygiene in incritable.
3. Define the term fuels and mention their types.
4. Brief on cuts of vegetables.
5. Define the term 'Roasting'.
6. Write the specific uses of fresh cream.
7. Define the term 'Bouquet Garni'.
8. Name any four International soups.
9. Brief on "Fermentation process".
10. What is accompaniments?

Part B

(5 × 5 = 25)

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

11. (a) Explain in detail on Basal Metabolism.

Or

- (b) Write the importance HACCP in kitchen organisation.

12. (a) List out the important equipments and brief their functions for a bakery.

Or

- (b) Explain the cuts of fish.

13. (a) Write the special ingredients used in European cuisine.

Or

- (b) List out the commodities required for a south Indian cuisine.

14. (a) Explain the preparation of 'Brown sauce'.

Or

- (b) Write the preparation (recipe) of minestrone soup.

15. (a) Describe the step by step procedure in making of bread.

Or

- (b) Give short answers

- (i) Croissants
- (ii) Chocolate eclair
- (iii) Muffins
- (iv) Pan cakes
- (v) Beguette.

Part C

(3 × 10 = 30)

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

16. (a) Explain the characteristics of fat and types of fats.

Or

- (b) Write the steps to be followed in care and maintenance of kitchen equipments.

17. (a) Draw and explain the cuts of beef their uses.

Or

- (b) Write an essay on various methods of cooking.

18. (a) Explain in detail on 'Modern cuisine'.

Or

- (b) Classify the basic or mother sauces with few derivatives.

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Sub. Code

90613

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Hotel Management and Catering Science

FOOD AND BEVERAGE SERVICE

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the types off catering operations?
2. Who is Chef d'etage?
3. What is cruet set?
4. What is linen?
5. What are types of breakfast?
6. What are assisted service?
7. Give the types of menus.
8. What is continental breakfast?
9. What are cold beverages?
10. What is Fork buffet?

Part B

(5 × 5 = 25)

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

11. (a) List and explain job description of sommelier.

Or

- (b) Explain the commercial catering establishments.

12. (a) Write a note on coffee shop and bar.

Or

- (b) Explain the maintenance methods of silverware.

13. (a) Discuss the various specialized services.

Or

- (b) Discuss the factors to be considered for menuplanning.

14. (a) List the Thirteen course classical French menu.

Or

- (b) Bring out the brands and types of coffee.

15. (a) Give the types of buffet services.

Or

- (b) Discuss about various types of functions.

Part C

(3 × 10 = 30)

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

16. (a) Enumerate the various types of catering establishments.

Or

- (b) Elaborate on the departmental relationship with other department.

17. (a) Describe the various food and its accompaniments with cover.

Or

(b) Explain about the basics of menu design.

18. (a) Discuss the types of milk and aerated drinks.

Or

(b) Elaborate on the steps in preparing buffet for wedding reception.

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90614

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Hotel Management and Catering Science

ACCOMMODATION OPERATIONS

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean hospitality?
2. Mention any five attributes of housekeeping staff.
3. Define – Management.
4. What do you mean by leadership?
5. What is swing team in housekeeping department?
6. List the different types of section in housekeeping department.
7. What do you mean by orientation programme?
8. Define the term 'Tight scheduling'.
9. What is room inspection?
10. What is Time card?

Part B

(5 × 5 = 25)

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

11. (a) Describe the job description of Floor supervisor.

Or

- (b) Explain the origin of hospitality.

12. (a) Write in detail about managerial temperament.

Or

- (b) Describe about the motivation and productivity in management.

13. (a) Explain the important role of Executive housekeeper position within the organization.

Or

- (b) Write about the various points that are required while recruiting the new staff for housekeeping department.

14. (a) Write about the conventional method of worker scheduling.

Or

- (b) Give a brief note on Evaluation and Performance appraisal.

15. (a) Explain the procedure of payroll administration.

Or

- (b) Write about the cleaning procedure of guest floor corridor.

Part C

(3 × 10 = 30)

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

16. (a) Sketch the layout and write the organizational structure of housekeeping department.

Or

- (b) Elaborate in detail about Management theory and housekeeping administration.

17. (a) Explain the concept of house breakout plan.

Or

- (b) Discuss in detail about Union contracts and their effects on scheduling.

18. (a) Point out in detail the job specification of floor supervisor and night auditor.

Or

- (b) Narrate in detail about the long-range planning in budget formulation.

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90615

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Hotel Management and Catering Science

FRONT OFFICE OPERATIONS

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write the formula for calculating Multiple occupancy percentage.
2. What do you mean by occupancy ratio?
3. What is Yield Management?
4. What do you mean by selective overbooking?
5. What is Forecasting?
6. What do you mean by Key control?
7. What do you mean by Job safety analysis?
8. What are Class A extinguishers?
9. Define Marketing Mix.
10. What is Hospitality Marketing?

Part B

(5 × 5 = 25)

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

11. (a) Explain the factors affecting room tariff.

Or

- (b) Write down the drawback associated with rule of thumb approach.

12. (a) Explain the benefits of yield management.

Or

- (b) Explain any five methods of establishing room rates.

13. (a) Explain the various factors that can affect preparation of room availability forecasts.

Or

- (b) State the role of front office manager in forecasting to improve hotel business.

14. (a) Explain the classification of fire with suitable example.

Or

- (b) Explain the procedure in case of accidents in hotels.

15. (a) Write down the basic concept of marketing.

Or

- (b) Explain the process of creating a marketing budget.

Part C

(3 × 10 = 30)

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

16. (a) Discuss the main functions involved in planning a front office.

Or

- (b) Describe the various problems associated with yield management.

17. (a) Point out and explain the types of forecasting methods.

Or

- (b) Discuss the role of front office department in hotel safety and security.

18. (a) Explain the common causes of accidents in hotel industry.

Or

- (b) Write an essay on the elements and importance of marketing mix.

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90621

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

Second Semester

Hotel Management and catering science

FINANCIAL AND MANAGEMENT ACCOUNTING

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term Accounting.
2. What is meant by materiality?
3. What is a subsidiary book?
4. Define cost volume profit analysis.
5. What is Cash flow statement?
6. What is a ledger book in Accounting?
7. What is trial balance?
8. What is budget?
9. Write the types of budgets.
10. What is NPV and IRR?

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

11. (a) Explain the Principles of Financial Accounting.

Or

- (b) Mention about the conventions of Accounting.

12. (a) Give the important features of journal entry

Or

- (b) Prepare a example format for ledger and give the characteristics of ledger.

13. (a) Write the meaning of ratio analysis and its limitations.

Or

- (b) Explain Significance of Analysis of Financial Statements.

14. (a) Give the need and importance of fund flow statements.

Or

- (b) Differentiate between fund flow and cash flow analysis.

15. (a) Write the importance of capital budgeting system.

Or

- (b) Explain the methods of capital expenditure appraisal.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Enumerate on the different concepts of Accountings.

Or

- (b) Discuss the historical meaning of accounting.

17. (a) Elaborate on the types of subsidiary books and write the format of any two types.

Or

- (b) Mr. Ram keeps the accounts under single entry system. The position of his financial position for the years 31.12.2018 and 31.12.2019 is given below

Particulars	2018 Rs.	2019 Rs.
Cash	10,860	1,000
Stock in trade	38,520	57,020
Machinery	54,420	61,000
Receivable bill	-	18,840
Creditors	82,040	90,000
Debtors	35,840	54,940
Furniture	4,980	5,550
Drawings	-	6,000

During the years he introduced the additional capital of Rs.40, 000. From the above given particulars prepare a statement of Profit and loss of Mr. Ram for the year ended 31.12.2019.

18. (a) Elaborate on the types of capital rationing with suitable examples.

Or

- (b) Classify the budget according to the function and Explain.
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90622

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

Second Semester

Hotel Management and Catering Science

**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. Write briefly about objectives of human resources management.
3. Write short notes on human resource planning.
4. Define the term "job specification".
5. Write briefly about placement.
6. What is induction?
7. What is bonus?
8. Write short notes on Incentives.
9. What are welfare and safety?
10. Write briefly about industrial relations.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain about importance of human resources management in hospitality industry.

Or

- (b) Explain about the duties and responsibilities of Personnel Manager in a Hotel.

12. (a) Write notes on personnel policies of human resources management.

Or

- (b) Explain about need for human resource planning.

13. (a) Explain about selection process of human resources management in hospitality industry.

Or

- (b) Write notes on training and development in hospitality industry.

14. (a) Explain about employee compensation in hospitality industry.

Or

- (b) Write notes on job evaluation system in hospitality industry.

15. (a) Explain about employee grievances and their redressal in human resources management.

Or

- (b) Write notes on multiplicity of trade unions, industrial disputes and settlement.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail about structure of human resource management in hospitality industry.

Or

- (b) Write notes on the functions of human resources management.

17. (a) Explain about job design in human resource planning.

Or

- (b) Write notes on job analysis of human resource planning.

18. (a) Write notes on :

- (i) Promotion and Demotion (5)
(ii) Wage and Salary Administration. (5)

Or

- (b) Write notes on Indian experience on collective bargaining and workers participation in management.

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90631

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Hotel Management and Catering Science

FOOD AND BEVERAGE MANAGEMENT

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you understand on 'standard purchase specifications'?
2. Brief on purchasing procedure.
3. State the storage temperature for non-perishable food.
4. Define 'Banquets' and mention its role.
5. Write short note on effective use of leftovers in Five Star Hotel Kitchen.
6. Brief on 'Food Cost'.
7. What do you understand on non-alcohol beverages?
8. What is the term 'Wine'?
9. List out the Bar equipments.
10. Brief on the importance of bar control.

Part B

(5 × 5 = 25)

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

11. (a) What are the points to be noted while planning layout of a kitchen?

Or

- (b) Explain in detail on principles of material management.

12. (a) Elaborate the importance of cold storage.

Or

- (b) Plan a specialty menu for an Italian Restaurant.

13. (a) Explain on cook chill systems and their advantages.

Or

- (b) Give short answers:
(i) Yield management.
(ii) Standard recipe.

14. (a) Explain the classifications of Beverages.

Or

- (b) Describe on Bar stock taking and inventory with examples.

15. (a) Elaborate on 'Bar frauds and best practices'.

Or

- (b) What are the Books and records in bar for smooth operations?

Part C

(3 × 10 = 30)

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

16. (a) Describe on 'production workflow' of a Five Star Hotel Kitchen.

Or

- (b) Write detail on purchasing procedure, purchasing methods and receiving for a reputed kitchen.

17. (a) Draw and plan a layout of storage areas and explain.

Or

- (b) Write a special note on presentation of food for restaurants and plate presentation.

18. (a) Give short answers.

- (i) Fast food
- (ii) Buffets
- (iii) Portion control
- (iv) Wine lists
- (v) Menu engineering.

Or

- (b) Write elaborate note on the hospitality industry and its products.

C-5262

Sub. Code

90632

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Hotel Management and Catering Science

ACCOMMODATION MANAGEMENT

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is rack rate?
2. What is rule of thumb approach?
3. What do you mean by budget control?
4. What is zero based budget?
5. What is Yield Management?
6. What do you mean by selective overbooking?
7. What are the elements of yield management?
8. What is a Duty Roaster?
9. What do you mean by Green housekeeping?
10. What is Outsourcing contract?

Part B

(5 × 5 = 25)

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

11. (a) Explain the functions involved in planning front office.

Or

- (b) Draw a three-day forecast for and explain.

12. (a) Explain the advantages and disadvantages of budgeting.

Or

- (b) How can the operating budget be used as a tool to control expenses? Explain.

13. (a) Explain the components of yield management.

Or

- (b) Write down the tools used to maximise hotel sale.

14. (a) Explain the advantages of making a Duty roaster.

Or

- (b) State the advantages of teamwork in housekeeping.

15. (a) Explain the objectives of housekeeping training.

Or

- (b) Explain the importance of interior decoration in housekeeping.

Part C

(3 × 10 = 30)

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

16. (a) Explain the different methods to evaluate the performance of front office department.

Or

- (b) List and explain the different types of budgets.

17. (a) Explain the key principle factors in preparing front office budget.

Or

- (b) Discuss the importance of yield management in hotel industry.

18. (a) Explain the importance of time and motion study in housekeeping operation.

Or

- (b) Discuss the benefits and limitations of outsourcing of services in housekeeping.

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90633

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Hotel Management and Catering Science

RESEARCH METHODS IN HOSPITALITY INDUSTRY

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is a Research Problem?
2. Define Research.
3. What is sampling error?
4. What is Pilot Study?
5. Define Observation.
6. What is 't' test?
7. What is Standard Deviation?
8. What are the two errors used in testing of hypothesis?
9. Expand S.P.S.S.
10. Name any two charts.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the different types of research?

Or

- (b) Define research methodology. Explain the major components of research methodology.

12. (a) What is sampling? What are its merits and demerits?

Or

- (b) What is hypothesis? What are the main characteristics of a good hypothesis?

13. (a) What is Personal Interview? What are its advantages and disadvantages?

Or

- (b) What are the characteristics of observation?

14. (a) What is parametric test? State the types of parametric tests.

Or

- (b) Discuss the use of SPSS in research.

15. (a) What are the different methods of collecting primary data?

Or

- (b) What are the problems that are faced in writing the report of a research?

Part C

(3 × 10 = 30)

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

16. (a) Describe the purpose of Research Design.

Or

- (b) Explain the various steps in scientific research.

17. (a) Write an essay on probability sampling techniques.

Or

- (b) Discuss the major areas of research in tourism and hotel management.

18. (a) Explain the types of research reports.

Or

- (b) Distinguish between quantitative and qualitative research.

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90634

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Hotel Management and Catering Science

FINANCIAL MANAGEMENT

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the concept of financial management.
2. What is target allocation fund?
3. Give two examples of debentures.
4. Name the four types of financial aid.
5. What is meant by decision tree?
6. Name the sources of working capital.
7. What are the different types of assistance?
8. What is weighted average cost?
9. Define equity.
10. What is credit period?

Part B

(5 × 5 = 25)

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

11. (a) Define risk/return trade off and give its importance from investment perspective.

Or

- (b) Highlight the significance of financial management.

12. (a) Define and give the types of working capital.

Or

- (b) Explain the benefits of equity share investment.

13. (a) What is working capital gap? How is it calculated?

Or

- (b) Discuss the recommendations of Chore Committee reports.

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

Or

- (b) Explain the preference share capital and retail earning.

15. (a) Write a note on credit policy.

Or

- (b) Enumerate the inventory management techniques.

Part C

(3 × 10 = 30)

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

16. (a) Give the meaning, scope and regulations of public deposits.

Or

- (b) What is the significance and limitations of capital structure planning?

17. (a) What is budgeting? Explain its objectives and types.

Or

- (b) Explain in detail about NPV and IRR.

18. (a) What are the techniques of stock out cost determination?

Or

- (b) Discuss in detail about MM theory.

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90635

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Hotel Management and Catering Science

HOSPITALITY PROJECT MANAGEMENT

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is project management?
2. What are the various phases of project cycle?
3. What is project portfolio management system?
4. What is Pre-feasibility study?
5. What is project risk analysis?
6. What do you mean by project appraisal?
7. What is project implementation?
8. What are network analysis methods?
9. What is sensitivity analysis?
10. What is IRR method?

Part B

(5 × 5 = 25)

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

11. (a) Explain the stages in project life cycle.

Or

- (b) Explain the various steps in defining a project.

12. (a) Explain the various types of information for which the prefeasibility studies are undertaken?

Or

- (b) How to prepare a feasibility report? Explain.

13. (a) Explain the Objectives of Project evaluation.

Or

- (b) Explain the steps in project risk analysis.

14. (a) What are the different phases of implementation? Explain.

Or

- (b) Write shorts note on project scheduling.

15. (a) What are the traditional methods of evaluating projects financially?

Or

- (b) Explain the three-time estimates used in PERT.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Evaluate the importance of pre investment stages in project management.

Or

- (b) Discuss the key stages in the capital investment decision making process.

17. (a) Explain the importance of feasibility study in project management.

Or

- (b) Explain the various network techniques for project management.

18. (a) Evaluate the project evaluation methodology followed in hospitality organizations.

Or

- (b) Discuss the need for an integrated information system for project monitoring and control.

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90636

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Hotel Management and Catering Science

HOSPITALITY LAW

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the Consumer Protection Act?
2. Name any four countries have no smoking law?
3. What is Sewage Treatment Plant?
4. What is hotel hygiene?
5. What is the major objective of OSHA?
6. Define hazard. Give example.
7. What is GST registration?
8. Define HRACC.
9. Define Copyright Law.
10. What is Hearing Impairment?

Part B

(5 × 5 = 25)

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

11. (a) Bring out the purpose of the Credit Card Act 2009.

Or

- (b) Write down the difference between commercial and consumer contracts.

12. (a) Explain the building regulations for sewage systems in hotel industry.

Or

- (b) Bring out the guidelines to control contagious diseases in hotel industry.

13. (a) Explain the various safety challenges within the hospitality industry.

Or

- (b) Write a note on OSHA Hazard Communication Standard.

14. (a) How obtaining a liquor license for hotel industry in India? Explain.

Or

- (b) State the importance of FSSAI license in hotel industry.

15. (a) Explain about the resale of interstate and international telephone services.

Or

- (b) Explain the regulations for telephone services in hotel industry.

Part C

(3 × 10 = 30)

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

16. (a) Discuss the various consumer protection laws affecting hotel industry in India.

Or

- (b) Explain the important features of National Building Code 2005.

17. (a) Discuss the various aspects of fire safety regulations for hotels in India.

Or

- (b) Discuss the different signs and tags for safety in hotel industry.

18. (a) What are the licenses and registrations required to start a categorised hotel in India? Discuss.

Or

- (b) Discuss the limitations and exceptions to copyright law 1976.

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90641

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

Fourth Semester

Hotel Management and Catering Science

HOSPITALITY MARKETING

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is marketing philosophy?
2. Write any four examples of industries which use a sales orientation approach.
3. What is marketing mix.
4. Define consumer behaviour?
5. Define Attitudes.
6. What is hypothesis?
7. What do you mean by communication mix.
8. Define motivation.
9. What is customer retention?
10. Define influencers.

Part B

(5 × 5 = 25)

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

11. (a) What are the benefits of marketing orientation.

Or

- (b) What are the four marketing philosophies.

12. (a) What is the difference between marketing and selling.

Or

- (b) What are the key elements of marketing strategy?

13. (a) Explain any five types of buyer behaviour models.

Or

- (b) Discuss the external forces which affects the individual guest behaviour.

14. (a) Explain different types of functional level strategies.

Or

- (b) Explain about competitive analysis.

15. (a) What are the functions of an advertising agency.

Or

- (b) Write the role of public relations in marketing mix.

Part C

(3 × 10 = 30)

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

16. (a) Describe the marketing strategy formulating process for a consumer product.

Or

- (b) “Developing customer relationship and retention is the required task for the marketers”—How hotels can adopt strategies for the above statement.

17. (a) Design a buyer behaviour model for purchase of durable goods.

Or

- (b) Evaluate the role, scope and importance of MIS.

18. (a) Explain various types of product mix in hospitality market.

Or

- (b) Discuss various forms of promotional activities.

C-5268

Sub. Code

90642

M.B.A DEGREE EXAMINATION, NOVEMBER 2021

Fourth Semester

Hotel Management and Catering Science

STRATEGIC MANAGEMENT

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by vision?
2. What is a basic system in business management?
3. What is an example of corporate strategy?
4. What are the four elements of BCG matrix?
5. List down the four levels of strategic alternatives.
6. What is retrenchment mean in business?
7. What are the advantages of amalgamation?
8. Is worker safety a line or a staff function?
9. What is ERP strategy?
10. How strategies are implemented?

Part B

(5 × 5 = 25)

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

11. (a) Explain about SWOT analysis.

Or

- (b) What is business capability analysis and how do you determine a company's capability?

12. (a) Briefly explain about the nature and scope of corporate strategy.

Or

- (b) Describe the term strategic decision making and its importance in small corporations.

13. (a) Distinguish between vertical and horizontal integration of strategic management.

Or

- (b) Distinguish between Active and Passive alternatives in strategic management.

14. (a) How to develop an organisational structure?

Or

- (b) What do you mean by change management? And what are the 7R's of change management?

15. (a) Explain the major elements of the strategic management process.

Or

- (b) Enumerate the features of ERP implementation strategy.

Part C

(3 × 10 = 30)

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

16. (a) What is SWOT analysis? Explain the merits and limitations of SWOT analysis?

Or

- (b) Explain the evolution of strategic analysis how to diagnose corporate capabilities.

17. (a) Describe the role of leadership in organisational climate. Give examples with strategical issues.

Or

- (b) How to use BCG market share matrix? How to apply this in business?

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

Or

- (b) Explain the features and applications of ERP strategy.

C-5269

Sub. Code

90643

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021.

Fourth Semester

Hotel Management and Catering Science

TOURISM IN THE HOSPITALITY INDUSTRY

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define - Travel Services.
2. Write a short notes on Tourism Planning.
3. Define - Values.
4. What is Tourism Behaviours?
5. Write a short notes on “Greening” of Tourism.
6. Define - Cultural Dimensions.
7. What is Tourism Policy?
8. Write down the role of Intergovernmental organizations in Tourism.
9. Write about cross - cultural interaction of Tourism.
10. How will Tourists are also affected by social impacts.

Part B

(5 × 5 = 25)

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

11. (a) Detail about interactions between Tourists and social dimensions characteristics.

Or

- (b) Relation between Tourism behaviour in International Tourist.

12. (a) Explain the factor of a Geography Tourism.

Or

- (b) Detail about Life long ideas in Economic dimensions.

13. (a) Describe - Values and Learning.

Or

- (b) Explain about Environment as an Altraction.

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

Or

- (b) Discuss the Toursim as behaviour perception.

15. (a) Explain about International Tourism.

Or

- (b) Explain about National Tourism Policies.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Detail about Travel in the Industrial Age.

Or

(b) Explain in Brief International Tourism and peace.

17. (a) What is research and briefly explain about types of research.

Or

(b) Draw and Explain the Tourism development life cycle.

18. (a) Draw and explain the travel flow chart.

Or

(b) Describe the sustainable of Green Tourism in India.

C-5270

Sub. Code

90644

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

Fourth Semester

Hotel Management and Catering Science

HOSPITALITY TRAINING AND DEVELOPMENT

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by 'Business games'?
2. Define – Role play training.
3. Define the term sensitivity training.
4. What is job Analysis?
5. What do you mean by synergy?
6. Define Action Learning.
7. Describe performance reviews.
8. Define – Planning.
9. What is meant by job rotation?
10. What is remuneration?

Part B

(5 × 5 = 25)

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

11. (a) Explain – Analysis and interpretation of evaluation data.

Or

- (b) Explain the different forms of Training.

12. (a) Explain in brief ‘On the job Training’.

Or

- (b) Why is creativity important in Training evaluation?

13. (a) Explain the incident method of Training.

Or

- (b) Discuss – Elements of pre-opening Training.

14. (a) List out the evaluation tools in action.

Or

- (b) Brief – Reviews versus Appraisals.

15. (a) How and when to conduct performance reviews.

Or

- (b) List out the group Training techniques and procedures.

Part C

(3 × 10 = 30)

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

16. (a) What are the barriers to an effective training process? Suggest ways to make training better.

Or

- (b) Describe in detail the various methods of assessing training needs.

17. (a) Explain in the context of organizational behaviour the various principles of learning.

Or

- (b) Explain the procedure for monitoring and evaluation of Training programmes. Detail our some important monitoring techniques.
18. (a) How is the hospitality sector being affected by the current trend of issues related to training and development.

Or

- (b) Describe in detail the reporting evaluation results.
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C-5271

Sub. Code

90645

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021.

Fourth Semester

Hotel Management and Catering Science

HOSPITALITY SECURITY AND SYSTEMS

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. How do you ensure safety and security of the hotel guest?
2. What are the three areas of vulnerability?
3. What is the best security system?
4. How many communication systems are there?
5. What is a key control in house keeping?
6. What is the purpose of recreation centre?
7. What is the importance of room division?
8. What is the role of engineering department in hotel industry?
9. What is a true medical emergency?
10. What is the meaning of fire?

Part B

(5 × 5 = 25)

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

11. (a) What is Security in hotel industry? What are the importance of safety and security measures in hospitality industry?

Or

- (b) Explain the importance of efficiency and effectiveness in management.

12. (a) How to use seven communication security strategies?

Or

- (b) Explain the safety and security systems in hospitality industry.

13. (a) How to create a program of door access card?

Or

- (b) How do hotels get into locked rooms?

14. (a) What is HR? What is the primary role of the human Resource departments?

Or

- (b) How to handle medical emergency in hospitality industry?

15. (a) Explain the causes of curricane.

Or

- (b) Do and dont's during bomb threat.

Part C

(3 × 10 = 30)

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

16. (a) Evaluate low physical security defence at perimeter.

Or

- (b) Explain the components of an information security program.

17. (a) Explain the overview of surveillance in hospitality industry.

Or

- (b) Explain about handling lost and found procedure in housekeeping department.

18. (a) Explain the tricks to attract celebrity guests to your event.

Or

- (b) Explain the effects of floods, how to create prevention of flood.
