

C-2650

Sub. Code

70511

M.B.A. DEGREE EXAMINATION, APRIL 2024

First Semester

Hospitality Management

MANAGEMENT CONCEPTS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Lower level is known as
 - (a) Strategical level
 - (b) Tactical level
 - (c) Operational level
 - (d) All the above

2. _____ activity works within the framework of organisational structure.
 - (a) planning
 - (b) organizing
 - (c) directing
 - (d) all the above

3. _____ is division of work.
 - (a) work specialization
 - (b) chain of command
 - (c) authority
 - (d) delegation

4. _____ means right (to command) and power to act.
(a) Authority (b) Responsibility
(c) Communication (d) All the above
5. Advantages of line organization are
(a) cost communication among employees
(b) almost no confusions etc
(c) work speed is fast
(d) high degree of discipline
6. Personal counseling regarding the work to the workers is given by _____.
(a) Supervisor (b) Manager
(c) CEO (d) Marketing head
7. Establishing _____ is important among employees, teams and departments.
(a) connection (b) link
(c) relation (d) none
8. Management is _____.
(a) an act (b) a science
(c) both (a) and (b) (d) None of the above
9. Which of the following is not an element of administration?
(a) Coordinating (b) Planning
(c) Organizing (d) Initiative
10. Which of the following management function are closely related?
(a) Planning and organizing
(b) Staffing and control
(c) Planning and staffing
(d) Planning and control

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is the nature of management?
Or
(b) Why is management important?
12. (a) What are the process in planning?
Or
(b) Why is decision making important?
13. (a) Why is organisational structure important?
Or
(b) What do you mean by delegation of authority?
14. (a) Why is motivation important in an organisation?
Or
(b) Why is quality in motivation important?
15. (a) What are the latest perspectives in management?
Or
(b) What is the need for control?

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Explain in detail the evolution of management.
Or
(b) Explain in detail the role and functions of management.

17. (a) Explain in detail the decision making process.

Or

(b) Explain about MBO.

18. (a) What are the various principles of organisation?

Or

(b) Explain in detail the merits and demerits of centralisation.

19. (a) Explain in detail the various types of communication.

Or

(b) What are the various styles of leadership?

20. (a) Explain in detail the process of control.

Or

(b) Explain the various objectives of controlling.

C-2656

Sub. Code

70512

M.B.A. DEGREE EXAMINATION, APRIL 2024.

First Semester

Hospitality Management

FOOD AND BEVERAGE MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **All** questions.

1. The person who serves alcoholic beverage in a hotel is called
 - (a) De rang
 - (b) Trancheur
 - (c) Sommelier
 - (d) debarrasseur

2. Silverware can be polished using _____
 - (a) Guardion
 - (b) Hebisherm
 - (c) Ganymede
 - (d) Polivit

3. The term TDH means
 - (a) Set menu
 - (b) available dish individually priced
 - (c) comprised meal
 - (d) categorised dishes

4. The machine that dispenses soft drinks is called a
(a) pre-mix (b) post mix
(c) prep mixer (d) distributor
5. Food and beverage service can be divided into _____categories
(a) 2 (b) 3
(c) 4 (d) 5
6. Which of the following is included in the overhead cost?
(a) Parking material (b) Pension fund
(c) Insurance (d) all the above
7. The standard cocktail glass is often referred to as
(a) flute (b) Martini
(c) hurricane (d) old fashioned
8. Which of the following is non commercial catering?
(a) Non-Residential (b) Industrial
(c) Residential (d) None of the above
9. Which of the following is not included in non-commercial catering?
(a) Institutional (b) Residential
(c) Transport (d) Industrial
10. Expand LIFO
(a) Last in first out (b) Latest in fast out
(c) Last in fast out (d) all the above

Section B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Why is Requisition important in purchase systems?

Or

- (b) What are the objectives of food and beverage control?

12. (a) What are the various methods of issuing?

Or

- (b) Give the procedure for inter departmental transfer.

13. (a) How is food cost calculated?

Or

- (b) What are the concepts of Beverage costing?

14. (a) Why is inventory control important?

Or

- (b) What are the records maintained in a Bar?

15. (a) What do you mean by Restaurant Revenue Management?

Or

- (b) How is revenue collection done in F and B?

Section C

(5 × 8 = 40)

Answer **all** questions.

16. (a) What are the various principles of Material Management?

Or

- (b) Explain in detail the various methods of purchase.

17. (a) How is menu planning done for a party?

Or

- (b) List down the storage procedures for food items.

18. (a) Why is financial management important in Beverage Management?

Or

- (b) Why is standard recipe for food important?

19. (a) Explain how wine and drink list are compiled.

Or

- (b) What are the various objectives of Menu engineering?

20. (a) Explain the latest trends in the F and B industry.

Or

- (b) Explain the importance of standard purchase specification in Revenue Management.

C-2657

Sub. Code

70514

M.B.A. DEGREE EXAMINATION, APRIL 2024

First Semester

Hospitality Management

FINANCIAL AND MANAGEMENT ACCOUNTING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. What is the language of Business used to communicate financial information?
 - (a) Marketing
 - (b) Profit
 - (c) Pricing
 - (d) Accounting

2. When was the time management accounting coined?
 - (a) 1970
 - (b) 1950
 - (c) 1940
 - (d) 1931

3. What is the main function of management accounting?
 - (a) Decision making
 - (b) Planning
 - (c) Direction
 - (d) Provision of information to management

4. Management accounting is used as
(a) Compulsory (b) Optional
(c) Mandatory (d) Any of the above
5. What is the decision that is made for a long term period called?
(a) Working capital decision
(b) Future decisions
(c) Capital budgeting decisions
(d) Profit volume analysis
6. Which type of information can be recorded in management accounting?
(a) Quantitative (b) Qualitative
(c) Both (a) and (b) (d) All the above
7. _____ is the sub field of accounting.
(a) Management accounting
(b) Cost accounting
(c) Financial accounting
(d) All the above
8. _____ is the tool of management accounting.
(a) Managerial costing
(b) Budget and budgetary control
(c) Standard costing
(d) All the above
9. Management accounting assists the management in _____.
(a) Planning (b) Directing
(c) Controlling (d) All the above

10. Wealth maximization is a ————— concept.
(a) Short term (b) Temporary
(c) Long term (d) Outdated

Section B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) What are the Managerial uses of Accounting?

Or

- (b) In what way International accounting standards are different from Indian standards?

12. (a) What do you understand by double entry system?

Or

- (b) What are the advantages and disadvantages of the various accounting systems used in Hotels?

13. (a) What are the five financial statements?

Or

- (b) What are the uses of financial analysis?

14. (a) What are the limitations of cash flow statement?

Or

- (b) What are the rules to be followed for the preparation of cash flow statement?

15. (a) Write a note on zero based budget.

Or

- (b) Why is budget preparation important?

Section C**(5 × 8 = 40)**Answer **all** questions.

16. (a) Explain in detail about the eight financial accounting concepts.

Or

- (b) Explain in detail about basic accounting concept.

17. (a) Explain the golden rules to be followed in double entry system.

Or

- (b) Mr. Ramu has the following transactions in the month of July.

Record them into the journal and show postings in the ledger and balance the accounts.

July	Rs.
1 st : Ramu started business with a capital of	75,000
1 st : Purchased goods from Manu on credit	25,000
2 nd : Sold goods to Sonu	20,000
3 rd : Purchased goods from Meenu	15,000
4 th : Sold goods to Tanu for cash	16,000
5 th : Goods returned to Manu	2,000
6 th : Bought furniture for	15,000
7 th : Bought goods from Zenu	12,000
8 th : Cash paid to Manu	10,000

July	Rs.
9 th : Sold goods to Jane	13,500
10 th : Goods returned from Sonu	3,000
11 th : Cash received from Jane	5,500
12 th : Goods taken by Ramu for domestic use	3,000
13 th : Returned Goods to Zenu	1,000
14 th : Cash received from Sonu	12,000
15 th : Bought machinery for	18,000
16 th : Sold part of the furniture for	1,000
17 th : Cash paid for the purchase of bicycle for Ramu's son	1,500
19 th : Cash sales	15,000
20 th : Cash purchases	13,500

18. (a) Explain in detail the factors that affect the efficiency of ratios.

Or

- (b) Calculate 'Liquidity Ratio' from the following information:

Current liabilities = Rs. 50,000

Current assets = Rs. 80,000

Inventories = Rs. 20,000

Advance tax = Rs. 5,000

Prepaid expenses = Rs. 5,000

19. (a) List down the difference between fund flow and cash flow statements.

Or

- (b) Balance Sheets of National Co. as on 31st December, 2003 and 31st December 2004 are as follows:

Liabilities and Capital	2003 (Rs.)	2004 (Rs.)	Assets	2003 (Rs.)	2004 (Rs.)
Share Capital	5,00,000	7,00,000	Land and Buildings	80,000	1,20,000
Profit and Loss	1,00,000	1,60,000	Plant and Machinery	5,00,000	8,00,000
General Reserve	50,000	70,000	Stock	1,00,000	75,000
Sundry Creditors	1,53,000	1,90,000	Debtors	1,50,000	1,60,000
Bills Payable	40,000	50,000	Cash	20,000	20,000
Expenses O/S	7,000	5,000			
	<u>8,50,000</u>	<u>11,75,000</u>		<u>8,50,000</u>	<u>11,75,000</u>

Additional Informations:

- (i) Rs.50,000 depreciation has been charged on Plant and Machinery during 2004.
- (ii) A piece of Machinery was sold for Rs.8,000 during the year 2004. It had cost Rs.12,000; depreciation of Rs.7,000 had been provided on it.

Prepare a Schedule of changes in Working Capital and a Statement showing the Sources and Application of Funds for 2004.

20. (a) Explain the classification of Budget.

Or

- (b) Explain in detail about the preparation of various budget.

C-2658

Sub. Code

70515A

M.B.A. DEGREE EXAMINATION, APRIL 2024

First Semester

Hospitality Management

**MSCV — ORAL COMMUNICATION AND
INTERPERSONAL SKILLS**

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. Which of these is the external sounds present in the channels of communication?
(a) Noise (b) Semantic problem
(c) Cultural barriers (d) Over communication
2. _____ means to impart understanding of the message.
(a) Encoding (b) Receiver
(c) Decoding (d) Feed back
3. Which of the following causes stress?
(a) Illness
(b) Academic demands
(c) Loss of a family member
(d) All of the above

4. Examples of environmental stressors are
- (a) Weather
 - (b) Traffic
 - (c) Substandard housing
 - (d) All the above
5. Which of the following should be avoided in public speech?
- (a) Purpose
 - (b) Message
 - (c) Lack of interest
 - (d) Theme
6. Which of these should be avoided during the delivery of speech?
- (a) Confidence
 - (b) Clarity
 - (c) Pauses
 - (d) Rudeness
7. The company's profits were low and they were forced to _____ staff.
- (a) Lasp off
 - (b) Lay off
 - (c) Layon
 - (d) Lie on
8. If I were you, I _____ consider the job offer seriously.
- (a) Ought
 - (b) Can
 - (c) Would
 - (d) Must
9. Which of these should communication not advance?
- (a) Information
 - (b) Affinity
 - (c) Reality
 - (d) Personal desire
10. Which of these is the greatest means of conveying information?
- (a) Writing
 - (b) Words
 - (c) Signs
 - (d) Pictures

Section B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the cultural barriers in communication?

Or

(b) Why is eye contact important in communication?

12. (a) How to mitigate stress?

Or

(b) Why is it necessary to take breaks when needed?

13. (a) What are the objectives of speaking skills?

Or

(b) What is group discussion?

14. (a) What are the four types of present tense?

Or

(b) What is present rule?

15. (a) Why is body movement important in communication?

Or

(b) What are the benefits of non verbal communication?

Section C

(5 × 8 = 40)

Answer **all** questions.

16. (a) What are the guidelines for effective listening?

Or

(b) Explain in detail the various types of barriers.

17. (a) Explain in detail about positive coping techniques.

Or

(b) Explain in detail about resistance building.

18. (a) Explain the importance of communication in hotel Industry.

Or

(b) What are the essential qualities of a good speaker?

19. (a) What are the rule for sentence formation?

Or

(b) Explain the importance of speech.

20. (a) Why is posture important for effective communication?

Or

(b) Why is personal appearances important in communication?

C-2659

Sub. Code

70515B

M.B.A. DEGREE EXAMINATION, APRIL 2024

First Semester

Hospitality Management

HOTEL FACILITY MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. This hotel is located on hill station
 - (a) Motels
 - (b) Resorts
 - (c) Suburban hotel
 - (d) All the above
2. Which among this is not an example of blue print?
 - (a) Elevation
 - (b) Plinth
 - (c) Mechanical
 - (d) Dental
3. Which category of hotel must have 60% skilled staff?
 - (a) 1 star
 - (b) 3 star
 - (c) 5 star
 - (d) 2 star
4. Floor area = _____ – area occupied by the walls.
 - (a) Carpet area
 - (b) Plinth area
 - (c) Super built
 - (d) None of the above

5. When food is not stored properly it loses?
 - (a) Moisture and flavour
 - (b) Fibre and sodium
 - (c) Glycimides
 - (d) Tendeeness
6. The best method to safety than frozen meat or portly
 - (a) In the refrigerator
 - (b) On the kitchen counter or sink
 - (c) Use microwave
 - (d) Cock directly
7. Facility planning is known as
 - (a) Facilities layout (b) Plant layout
 - (c) Facilities design (d) All the above
8. Ventilation inside a factory is an example of
 - (a) Location (b) Layout system
 - (c) Facilities system (d) Layout
9. Identify the non-renewable energy resource from the following
 - (a) Coal (b) Fuel cells
 - (c) Wind power (d) Wave power
10. Photovoltaic energy is the conversion of sunlight into
 - (a) Chemical energy
 - (b) Bio gas
 - (c) Electricity
 - (d) Geothermal energy

Section B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the additional requirements needed for deluxe category hotels?
Or
(b) What are guideline parameters for Heritage Hotels?
12. (a) What are the types of Parking?
Or
(b) Why is feasibility report important for hotel operations?
13. (a) List down the care and maintenance for gas burners.
Or
(b) List down the specifications for work table.
14. (a) Draw the layout of a good food store.
Or
(b) Explain the waste disposal method for food items.
15. (a) What are the facilities provided for visual disability?
Or
(b) Explain any one success story of Indian hotel facilities for physically challenged.

Section C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Explain in detail about the types of hotels.
Or
(b) What are the guidelines followed for five star category?

17. (a) Explain in detail about SLP.

Or

(b) Explain in detail about formulation of project report.

18. (a) Draw and give the specifications for steam Jacket.

Or

(b) Explain in detail about motion economy.

19. (a) Explain in detail about planning the atmosphere.

Or

(b) Explain in detail about flow functional requirements.

20. (a) Explain in detail about energy conservation.

Or

(b) Explain in detail about Indian government rules for physically challenged.

C-2660

Sub. Code

70516A

M.B.A. DEGREE EXAMINATION, APRIL 2024

First Semester

Hospitality Management

FOOD SAFETY AND QUALITY CONTROL

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. Chemical analysis of a finished food product is an example of _____
 - (a) Food safety audit
 - (b) Quality control
 - (c) Quality assurance
 - (d) None of the above
2. Quality control is a _____
 - (a) Managerial tool
 - (b) Process oriented approach
 - (c) Product oriented approach
 - (d) None of the above
3. The main objective of quality assurance is _____
 - (a) Proof of fitness of product
 - (b) Inspection of quality of product
 - (c) Quality conformance
 - (d) Customer satisfaction

4. Which of the following is an important criteria for the package of a food material?
 - (a) Economy and convenience of the package
 - (b) Appearance of the package
 - (c) Protection of the food
 - (d) All the above
5. Which of the following is needed in order to establish a refrigeration requirement?
 - (a) Initial temperature of food
 - (b) Specific heat of food
 - (c) Amount of food to be placed
 - (d) All the above
6. Which provides energy very slowly?
 - (a) Carbohydrates (b) Fat
 - (c) Proteins (d) Fibers
7. Which of the following does the real of food item go through?
 - (a) Fusion testing (b) Burst testing
 - (c) Tensile testing (d) All the above
8. Which of the following falls under low acidic group?
 - (a) Plant and animal tissues
 - (b) Manufactured items
 - (c) Fruits
 - (d) Jams and Jellies

9. Fermentation is conversion of
- (a) Sugar into alcohol
 - (b) Yeast into alcohol
 - (c) Sugar in CO₂
 - (d) Yeast into CO₂
10. Is heat and temperature same
- (a) True
 - (b) False
 - (c) Both (a) and (b)
 - (d) None of the above

Section B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a note on chemical contamination.
- Or
- (b) Why is food safety important in hotel industry?
12. (a) Explain the wet preservation method.
- Or
- (b) Why are additives important in food production?
13. (a) What is intoxication?
- Or
- (b) Name any five food borne diseases.
14. (a) What are the common adulterants in Tea, Coffee, Mustard, Pepper and Sugar?
- Or
- (b) How to avoid food contaminants?

15. (a) What is the concept of TQM?

Or

(b) What are biological hazards?

Section C

(5 × 8 = 40)

Answer **all** questions.

16. (a) What are the factors that affect microbial growth?

Or

(b) What are food hazard?

17. (a) Why is food standards important for hotel industry?

Or

(b) What are the principles of food preservation?

18. (a) What are the types of food spoilage?

Or

(b) What are the diseases caused because of food pathogens?

19. (a) What are the types of food contaminants?

Or

(b) What are the common adulterants in food?

20. (a) Explain in detail about USPH.

Or

(b) Explain in detail about HACCP.

C-2661

Sub. Code

70516B

M.B.A. DEGREE EXAMINATION, APRIL 2024.

First Semester

Hospitality Management

CRUISELINE MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is commercial catering
(a) Neem meal (b) Cruise
(c) Jail (d) Navy
2. Who supervises all banker operations on board ships?
(a) Second engineer (b) Chief engineer
(c) Chief officer (d) Master
3. _____ is the purest and best.
(a) Rain water (b) Water of wall
(c) Ocean water (d) River water
4. What is the other name for infection diseases?
(a) Communicable
(b) Non-communicable
(c) Non-Transmissible
(d) Heredity

5. Fire can be reduced by removing
(a) Oxygen (b) Heat
(c) Fuel (d) Any of above
6. Which of the following is used to extinguish fire?
(a) Water (b) Foam
(c) Chemical (d) All of above
7. India is the _____ spender on tourism.
(a) Lowest (b) Highest
(c) Moderate (d) Negligible
8. Tourism destination planning relates the planning of _____.
(a) Carvings (b) Sculptures
(c) Architecture (d) Places
9. Pick the odd one out
(a) Coffee shop (b) Speciality restaurant
(c) Bar (d) Cloud kitchen
10. Inns were originated in _____ BC.
(a) 4th (b) 5th
(c) 6th (d) 12th

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) How do modern cruise ships stay afloat?

Or

- (b) How do cruise ships get fresh water?

12. (a) What is meant by environmental compliance?

Or

(b) What is EHS for employees?

13. (a) What is safety of life on board?

Or

(b) What are the four pillars of IMO?

14. (a) What are the details needed in an itinerary?

Or

(b) What do you mean by escort itinerary?

15. (a) What are the duties and responsibilities of an assistant F and B manager.

Or

(b) List down the job description for a wine waiter.

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Explain in detail the history of cruising.

Or

(b) What are the functions of a travel agent in a cruise ship?

17. (a) Why the sanitation and cleanliness is important in cruise.

Or

(b) Explain in detail about deliberate failure.

18. (a) What are the personal emergency duty to be carried during an accident in cruise?

Or

(b) Explain in detail about crew muster stations and passenger muster stations.

19. (a) What is cruise destination? Explain in detail.

Or

(b) Explain about logistics and planning.

20. (a) Explain in detail about the food production and service delivery systems.

Or

(b) Explain in detail about customers demand and operational capabilities.

C-2665

Sub. Code

70517

M.B.A. DEGREE EXAMINATION, APRIL 2024

First Semester

Hospitality Management

EVENT MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. An event can be described as
 - (a) Public assembly
 - (b) Movie making
 - (c) Video editing
 - (d) None of the above
2. Events can be classified on the basis of their
 - (a) Size, Type and Context
 - (b) Location
 - (c) Budget
 - (d) Chief guest
3. Full form of VR
 - (a) Visual Reality
 - (b) Virtual Reality
 - (c) Visible Reality
 - (d) None of the above
4. Most important skill of event industry
 - (a) Organisational
 - (b) Management
 - (c) Marketing
 - (d) All the above

5. What do you mean by 'Freight'?
- (a) Venue
 - (b) Decoration
 - (c) Bulk transportation
 - (d) None of the above
6. Event marketing is a _____
- (a) Good (b) Tangible
 - (c) Service (d) Product
7. _____ is the second stage in the event planning process.
- (a) Planning (b) Research
 - (c) Design (d) Evaluation
8. External stakeholders may include
- (a) City agencies (b) All the answers
 - (c) Media (d) Government
9. Which of the following is not a part of logistics?
- (a) Product scheduling
 - (b) Replenishment
 - (c) Procurement
 - (d) Meandering
10. What does event evaluation involve?
- (a) Observing (b) Monitoring
 - (c) Measuring (d) All of the above

Section B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) What are the objectives of events?

Or

- (b) What are the ways events can be organised?

12. (a) Why is a chief guest important for an event?

Or

- (b) Why is Blue Print important for an event?

13. (a) What is Budget Management in events?

Or

- (b) Why is feedback important in an event?

14. (a) Why is Team spirit important in an event?

Or

- (b) Why is stage decoration important?

15. (a) How is Space calculated for an event?

Or

- (b) What is an Exhibition?

Section C

(5 × 8 = 40)

Answer **all** the questions.

16. (a) What are the functions of a Event Director?

Or

- (b) Why is creativity important in a event management company?

17. (a) How is revenue generated for an event?

Or

(b) What are the contents of a Blue Print?

18. (a) Explain the Budget Controlling Methods in detail.

Or

(b) Why is feedback management important?

19. (a) What are the points to be considered in state decoration?

Or

(b) What are the basic equalities needed for a person to work for an event?

20. (a) How are Tourism events planned?

Or

(b) How is planning for sports event done?

C-2666

Sub. Code

70521

M.B.A. DEGREE EXAMINATION, APRIL 2024

Second Semester

Hospitality Management

**HUMAN RESOURCE MANAGEMENT IN HOSPITALITY
INDUSTRY**

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Human resource management emphasis
 - (a) Development of people
 - (b) Punishment of people
 - (c) Adoption of people
 - (d) None of these

2. Human resource management is amalgam of
 - (a) Job analysis, recruitment and selection
 - (b) Social behaviour and business ethics
 - (c) Organisational behaviour, personal management and industrial relation
 - (d) Employer and employees

3. Quantitative job evaluation method are
- (a) Ranking method
 - (b) Point rating method
 - (c) Factor comparison method
 - (d) Both (b) and (c)
4. Qualitative job evaluation method are
- (a) Ranking (b) Grading
 - (c) Point Rating (d) Both (a) and (b)
5. OJT stands for
- (a) On the job training
 - (b) On the job technique
 - (c) On the job technology
 - (d) Off the job training
6. On the job training includes
- (a) Coaching
 - (b) Conference
 - (c) Understudy
 - (d) All of these

7. Industrial relations cover the following area(s)
- (a) Collective bargaining
 - (b) Labour legislation
 - (c) Industrial relations training
 - (d) All of the above
8. "He is not formally dressed up in the office. He may be casual at work too!" This an example of _____ bias in Performance Appraisal
- (a) Halo effect (b) Central Tendency
 - (c) Horn effect (d) Stereo Typing
9. Compensation is a systematic approach to providing monetary value to in exchange for _____
- (a) Skills (b) Knowledge
 - (c) Work performed (d) Damages held
10. The purpose of Job Evaluation is to determine
- (a) Worth of a job in relation to other jobs
 - (b) Time duration of a job
 - (c) Expenses incurred to make a job
 - (d) None of the above

Part B

(5 × 5 = 25)

Answer **all** questions.

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

Or

- (b) Point out the factors in the systems approach in the study of HRM.

12. (a) Why human resource planning is important?

Or

- (b) Specify the limitations of off -the -job training.

13. (a) What are the external sources for recruitment?

Or

- (b) Explain the process in simulation training.

14. (a) What are the different types of compensation?

Or

- (b) What is employee mobility and what all are the types.

15. (a) How can management know, understand and resolve employee grievance?

Or

- (b) Discuss employee join, stay and leave process.

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) “Theory X and Theory Y is concerned with the nature of people”. How does the job situation affect the application of this theory? What are its implications?

Or

- (b) Discuss the difference between theories of Herzberg and Maslow. Which of these theories do you prefer in Indian context? Give reasons.
17. (a) Discuss various on-the-job and off-the-job training methods.

Or

- (b) Explain the process of knowledge management.
18. (a) Discuss the need for human resource planning at global, national, industry and company levels.

Or

- (b) What are your strategies for successful transfer and separation?
19. (a) What are fringe benefits? Explain the different kinds of fringe benefits?

Or

- (b) What do you mean by career development? Explain the various steps involved in career development process.

20. (a) Explain about Grievances handled and Redressal activities engaged by human resource manager.

Or

(b) What are employee welfare activities, in that what is the portion of duties lies with the Human Resource Manager.

C-2667

Sub. Code

70522

M.B.A. DEGREE EXAMINATION, APRIL 2024

Second Semester

Hospitality Management

ADVANCED FOOD PRODUCTION AND PATISSERIE

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. Chinese cooking calls for maximum preparation of raw ingredients and minimum cooking method as
 - (a) Fan and Cai
 - (b) Fun and Cai
 - (c) Fan and Chai
 - (d) Fun and Chai
2. _____ were the first discovery of fire?
 - (a) French
 - (b) Chinese
 - (c) Indian
 - (d) Japanese
3. What is the French name for cheese?
 - (a) Soumage
 - (b) Fromage
 - (c) Hamage
 - (d) Poission
4. Which of the following is Not an ingredient in pesto?
 - (a) Black Olive
 - (b) Basel
 - (c) Olive oil
 - (d) Parmesan

5. What is the main ingredient of hummus?
- (a) Chickpeas (b) Onion
(c) Egg plant (d) Yogurt
6. A popular dip made of chickpeas, lemon juices garlic and olive oil?
- (a) Wasabi (b) Mayo
(c) Hummus (d) Tahina
7. A middle Eastern word to describe hors d'oeuvres?
- (a) Okra (b) Mezza
(c) Tabouleh (d) Tahina
8. A brown-grey paste made from ground toasted sesame seeds?
- (a) Hummus (b) Cumin
(c) Tahina (d) Burghul
9. What is the oldest method of preserving ham and bacon?
- (a) Brining (b) Stewing
(c) Salting (d) None of these
10. Which of the following is a chef or cook in charge of the soup section?
- (a) Chef entrimettier (b) Chef pâtissier
(c) Chef poissonnier (d) Chef potager

Section B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Name five types of pastas used in Italian cuisine and give a brief description of each.

Or

- (b) Discuss cuisines of France with emphasis on regions, special Ingredients used and specialty dishes.

12. (a) Classify various kitchen Equipments in Chinese cuisine.

Or

- (b) Discuss Chinese regional cuisine in detail.

13. (a) What do you understand by the term “HACCP”?

Or

- (b) With the help of a neat labelled diagram of structure of an egg and explain the uses of egg in cookery?

14. (a) Classify and describe sauce. Explain the Thickening Agents used in sauce.

Or

- (b) Define stock and write the recipe for fish stock and vegetable on neutral stock.

15. (a) Discuss the Introduction of Indian Regional cuisine.

Or

- (b) Briefly describe the role of different ingredients in bread making.

Section C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Draw the Layout of Kitchen and its functions.

Or

- (b) What are the special features of Mughlai cuisine?

17. (a) Justify the advantages of plating with garnishing and Accompaniments in the International Cuisine.

Or

- (b) Explain the sweets and snacks famous in Bengali Cuisine.

18. (a) Compare and contrast between Hyderabadi and Lucknow Cuisine.

Or

- (b) Discuss briefly :

- (i) Parsi Cuisine
- (ii) Chettinad Cuisine
- (iii) Bohri Cuisine.

19. (a) Describe the distinct features of Kashmiri Cuisine.

Or

- (b) Discuss the characteristics of Punjab Cuisine.

20. (a) Write any three popular dish recipe of Spanish.

Or

- (b) Listout and describe the International snacks and Breads.

C-2674

Sub. Code

70524A

M.B.A. DEGREE EXAMINATION, APRIL 2024

Second Semester

Hospitality Management

CUSTOMER RELATIONSHIP MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. Identify which is not the part of modules of CRM

 - (a) Advanced technologies
 - (b) Functional components
 - (c) Channel
 - (d) Financial components

2. The first stage in the customer life cycle is _____

 - (a) Acquisition (b) Reaching
 - (c) Retention (d) Conversion

3. _____ uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis

 - (a) Data mining (b) Data survey
 - (c) CRM (d) None of the above

4. According to _____, CRM is an iterative process that turns customer information into positive customer relations
 - (a) Ronal S. Swift
 - (b) Stanley A. Brown
 - (c) Chris Todman
 - (d) Gartner group
5. A consumer buying behaviour is influenced by
 - (a) Cultural and social factors
 - (b) Personal factors
 - (c) Both (a) and (b)
 - (d) None of the above
6. What is the primary focus of customer service in relationship marketing?
 - (a) Acquiring new customers
 - (b) Maximizing short-term profits
 - (c) Building long-term customer relationship
 - (d) Creating customer needs
7. 'Total customer benefits' includes
 - (a) Product benefits
 - (b) Services benefits
 - (c) Image benefits
 - (d) All of the above
8. The marketing message committed to customers wishes is a part of
 - (a) Permission marketing
 - (b) Activity marketing
 - (c) Supplier marketing
 - (d) None of the above
9. Front office CRM systems covering real-time aspects of sales related activity is referred to as
 - (a) Sales force automation
 - (b) CRM customer service
 - (c) CRM customer communication
 - (d) Automated marketing

10. Which of the following is the LEAST important factor to consider when qualifying a lead?
- (a) Budget
 - (b) Industry
 - (c) Timeline for purchase
 - (d) Pain points

Section B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Classify the components of CRM.
- Or
- (b) What are the difference between customer and consumer?
12. (a) Explain the important elements of CRM.
- Or
- (b) What are the elements in 4 C's of CRM?
13. (a) Examine the dimensions of CRM strategies.
- Or
- (b) Narrate the strategies of CRM in details.
14. (a) What is customer data? Explain its importance.
- Or
- (b) Define data warehouse. Explain its components.
15. (a) What do you mean by a sales process? What are the forms of a sales activity?
- Or
- (b) Define lead management. What are the benefits of lead management?

Section C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Examine the CRM cycle.

Or

(b) Classify the types of customer loyalty in company.

17. (a) What could be the CRM practices and strategies India post should adopt in the current scenario?

Or

(b) Explain the types of data mining in business.

18. (a) Assess the attributes of a different CRM measurement framework.

Or

(b) Explain the benefits of customer data management.

19. (a) Examine the customer feedback and its impact on customer care.

Or

(b) Simplify the beta testing in new product development.

20. (a) Discuss the critical factors and principles for the success of knowledge management.

Or

(b) Explain the significance of sales force automation at individual and organizational level.

C-2675

Sub. Code

70524B

M.B.A. DEGREE EXAMINATION, APRIL 2024.

Second Semester

Hospitality Management

ENTREPRENEURSHIP

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. What is the meaning of an entrepreneur?
 - (a) A manager in a business organization
 - (b) Someone who starts and runs their own business
 - (c) A government official responsible for economic development
 - (d) An employee working in a large corporation

2. How do entrepreneurs differ from managers?
 - (a) Entrepreneurs focus on innovation, while managers focus on administration
 - (b) Entrepreneurs only work in small businesses, while managers work in large corporations
 - (c) Entrepreneurs are solely concerned with profit, while managers prioritize employee well-being
 - (d) Entrepreneurs and managers have identical roles and responsibilities

3. What are the positive aspects of entrepreneurship?
 - (a) Limited financial risks
 - (b) Job security
 - (c) Innovation and creativity
 - (d) Strict organizational hierarchy

4. What are the obstacles faced by entrepreneurs?
 - (a) Lack of government regulations
 - (b) Insufficient competition
 - (c) Limited access to funding
 - (d) Excessive support from institutions

5. What factors stimulate entrepreneurship?
 - (a) High taxes
 - (b) Economic recession
 - (c) Supportive government policies
 - (d) Strict regulatory environment

6. What is the role of entrepreneurship in economic development?
 - (a) Slowing down economic growth
 - (b) Creating job opportunities
 - (c) Restricting innovation
 - (d) Minimizing competition

7. What does EDP stand for in Entrepreneurship Development Programmes?
 - (a) Economic Development Plan
 - (b) Entrepreneurship and Development Program
 - (c) Education for Developing Professionals
 - (d) Entrepreneurship Development Programmes

8. Which institution is NOT mentioned in the syllabus as a provider of EDP?
- (a) NIESBUD
 - (b) NAYE and TCOs
 - (c) SIDO
 - (d) NSIC
9. What are the common forms of ownership mentioned in the syllabus?
- (a) Sole Proprietorship, Partnership, Corporation
 - (b) Sole Proprietorship, Nonprofit, Franchise
 - (c) Joint Venture, Cooperative, Trust
 - (d) Partnership, Corporation, Cooperative
10. What is the role of SIDBI in entrepreneurship?
- (a) Providing Marketing and Export Assistance
 - (b) Offering Tax Concessions
 - (c) Implementing Project Identification
 - (d) Facilitating Financial Support

Section B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Compare and contrast entrepreneurs with intrapreneurs, highlighting their roles, functions, and contributions within an organization.

Or

- (b) Discuss how their approaches of entrepreneurs with intrapreneurs differ and the impact on innovation.

12. (a) Define entrepreneurship and discuss its positive aspects.

Or

(b) Identify and analyze the obstacles faced by entrepreneurs.

13. (a) Examine the factors that stimulate entrepreneurship.

Or

(b) Evaluate the role of entrepreneurship in economic development.

14. (a) Define Entrepreneurship Development Programmes (EDP) and elaborate on their meanings, objectives, and course contents.

Or

(b) Explore the curriculum of Entrepreneurship Development Programmes, detailing the different phases.

15. (a) Examine institutions supporting Entrepreneurship Development Programmes, including NIESBUD, NAYE and TCOs.

Or

(b) Investigate the problems associated with Entrepreneurship Development Programmes (EDP).

Section C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Explain the meaning of an entrepreneur and elaborate on the characteristic that distinguish entrepreneurs from managers. Provide examples to illustrate these differences.

Or

(b) Explore how entrepreneurship contributes to economic development, job creation and societal progress. Provide real-world examples to support your arguments.

17. (a) Discuss how entrepreneurs contribute to GDP growth, technological advancements, and overall economic progress. Provide case studies to illustrate these contributions.

Or

- (b) Analyze the functions and roles of institutions supporting Entrepreneurship Development Programmes in promoting entrepreneurship.

18. (a) Discuss the significance of each phase in developing entrepreneurial competencies and fostering business acumen.

Or

- (b) Discuss issues related to program effectiveness, outreach, and inclusivity. Propose strategies to address these challenges.

19. (a) Discuss the importance of EDP in nurturing entrepreneurial skills and fostering business development.

Or

- (b) Discuss the challenges related to funding, regulatory environment, and market competition. Explore potential solutions to overcome these obstacles.

20. (a) Discuss the role of government policies, access to funding, and cultural influences in fostering entrepreneurial initiatives. Provide examples from different industries and regions.

Or

- (b) Discuss the challenges faced by institutions supporting Entrepreneurship Development Programmes and potential improvements.
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C-2676

Sub. Code

70525A

M.B.A. DEGREE EXAMINATION, APRIL 2024

Second Semester

Hospitality Management

BAR MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following F and B outlet usually operates round the clock for the guests
 - (a) Theme restaurant
 - (b) Discotheque bar
 - (c) Coffee shop
 - (d) Banquets
2. Brunch is usually served between
 - (a) 8.00 A.M. to 10.00 A.M.
 - (b) 5.00 P.M. to 7.00 P.M.
 - (c) 11.00 P.M. to 4.00 A.M.
 - (d) 11.00 A.M. to 3.00 P.M.
3. Which of the following constituents of grapes has yeasts?
 - (a) Stalk
 - (b) Pulp
 - (c) Skin
 - (d) Pips

4. Cognac with three star labels indicates wood ageing of minimum for _____
- (a) 1½ years (b) 3 years
(c) 2 years (d) 3½ years
5. Ice well is situated in _____
- (a) Front bar (b) back bar
(c) Pantry (d) Under bar
6. Which is not a bar fraud?
- (a) Under pouring
(b) Over pouring
(c) Using peg measure
(d) Diluting of liquor
7. Base for margarita cocktail is _____
- (a) Vodka (b) Rum
(c) Tequilla (d) Gin
8. Which is the correct liqueur for making cafe calypso?
- (a) Kahlua (b) Curacao
(c) Tia maria (d) Ron Bacardi
9. The liqueurs used to prepare crepes suzette should be _____
- (a) Kirsch and Maraschino
(b) Curacao and Grand marnier
(c) Tia Maria and Benedictine
(d) Glayva and Marnique

10. Sorbet is a _____
- (a) Mild herb used in making stuffings
 - (b) Refreshing water ice served midway through a banquet
 - (c) Cold sauce served with globe artichokes
 - (d) Continental smoked sausage

Section B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a descriptive note on 'History of Alcoholic Beverages'.

Or

- (b) What do you understand the legal aspects affecting beverage business?

12. (a) Define mixology and explain the various methods used for mixing the drinks in bar.

Or

- (b) Enlist the large and small equipments in bar.

13. (a) Write in detail about the different methods used to produce sparkling wine.

Or

- (b) Define cocktail and explain any two whisky based cocktails.

14. (a) What is fortified and Aromatized wine?

Or

- (b) Write the recipe of 'Bloody marry'.

15. (a) What are the limitations of 'Beverage control'?

Or

- (b) How do you manage cost and revenue to make profit in bar business?

Section C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Explain Halian wine laws and the regions which comes under these laws.
Or
(b) Explain the following
(i) Monks coffee
(ii) Calypso coffee
(iii) Irish coffee
(iv) Scandinavian coffee
17. (a) Explain the detail about the method and order of listing beverage.
Or
(b) Write in detail about the champagne production process.
18. (a) Discuss concept of FL3 & 5 License of Indian laws.
Or
(b) Write in detail about the garnishes used in dispense bar.
19. (a) What is bar tenders job description? What are the role of bar personnel?
Or
(b) Write in detail about 'Bar inventory'.
20. (a) Write down at least twelve duties and responsibilities of bar manager.
Or
(b) What are the various types of ownerships involved in bars and pubs?
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C-2683

Sub. Code

70525B

M.B.A. DEGREE EXAMINATION, APRIL 2024

Second Semester

Hospitality Management

GARDE MANGER

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. What does a carving mean?
 - (a) The art of carving fruit and vegetable, a very common technique in Europe and Asia
 - (b) Molding materials to be a beautiful shape
 - (c) Design various patterns
 - (d) A form of wood working by knife
2. What is a fruit popular for carving in China?
 - (a) Watermelon (b) Papaya
 - (c) Grape (d) Dragon fruit

3. _____ sculpture is an artifice endeavour that uses ice as the raw materials for the creation of art works
- (a) Ice (b) Sand
- (c) Wood (d) Wax
4. Which of the following is an example of the lost wax technique?
- (a) The bearded priest
- (b) The figure of male torso
- (c) The dancing girl
- (d) Mother goddess
5. What is the filling for a BLT?
- (a) Corned beef, sauerkraut and cheese
- (b) Bacon, lettuce and Tomato
- (c) Beef round and provolone cheese
- (d) Cheese
6. What are the main components of a sandwich?
- (a) Bread, spread, filling
- (b) Bread, filling, garnish
- (c) Bread, filling, condiment
- (d) None of these

7. "Charcuterie" is derived from French root words that mean what?
- (a) Cooked flesh (b) Cooked hog
- (c) Cooked fish (d) None of these
8. A galantine and a ballotine are essentially the same but a ballotine
- (a) is wrapped in only fat
- (b) is made with only duck
- (c) must be made with gratin force meat
- (d) can be served hot (or) cold
9. Which of the following is a type of appetizer?
- (a) Whole fruit (b) Cubed fruit chunks
- (c) Apple sauce (d) Juice
10. Which is the most appropriate garnish for strawberry cheese cake?
- (a) Chocolate curls
- (b) Twist of lemon
- (c) Fanned strawberry
- (d) Orange slice

Section B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) What is meant by appetizers? Illustrate with a suitable example.

Or

- (b) Summarize the list of equipment and utensils used in the larder section.

12. (a) Explain the role and function of Tallow sculpture.

Or

- (b) Explain the importance of Aspic Jelly.

13. (a) Compare canape and sandwich.

Or

- (b) Elaborate the various components of sandwich.

14. (a) Elucidate with the various components of marinades.

Or

- (b) Compare Bacon and Ham.

15. (a) Describe the purpose of serving appetizers.

Or

- (b) Salient features while preparing and Serving hors D. Oeuvres.

Section C

(5 × 8 = 40)

Answer **all** the questions.

16. (a) What are the basic guidelines for selecting and preparing foods to serve as appetizers (or) hors'd oeuvres?

Or

- (b) Explain the various display techniques involved in Garde manger department.

17. (a) Explain the Ice carvings point to be kept in mind.

Or

- (b) What are the common non-edible displays observed in hotels? List the special equipment required for ice carving.

18. (a) Write the procedure to make canape's.

Or

- (b) Explain the detail spread used in sandwiches and canapies.

19. (a) What are the different components of force meat? Explain the term forcemeat.

Or

- (b) Brine and marinades are the essential parts of a charcutiere section of any hotel. Explain the statement with a suitable example of each.

20. (a) Explain the various types of caviar and stuffed vegetables.

Or

(b) Describe on various garnishes used in appetizers.
