

C-5308

Sub. Code

70511

M.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Hospitality Management

MANAGEMENT CONCEPTS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ was the first to insist on the introduction of scientific methods in management.
(a) F.W. Taylor (b) Henry Fayol
(c) Mintzberg (d) Max Weber
2. _____ principle implies that the employee should receive orders from only one superior for any activity.
(a) Discipline (b) Unity of command
(c) Unity of direction (d) Scalar chain
3. _____ is a sequence of activity to implement the policies.
(a) Rules (b) Strategies
(c) Programmes (d) Projects
4. _____ guides for decision making.
(a) Rule (b) Policy
(c) Procedure (d) Method

5. MBO emphasizes particularly in setting goals that are _____.
- (a) General in nature
 - (b) Tangible, Verifiable and measurable
 - (c) Easy to attain
 - (d) Easy to create and develop
6. Grouping the activities on the basis of the product line is a part of _____.
- (a) Formal organisation
 - (b) Divisional structure
 - (c) Informal organisation
 - (d) Functional structure
7. In _____ technique the workers are allowed to participate in the decision making process.
- (a) Autocratic
 - (b) Democratic
 - (c) Free rein
 - (d) Social
8. _____ is the process of entrusting part of the work by the superior to his subordinates.
- (a) Responsibility
 - (b) Delegation of authority
 - (c) Power
 - (d) Authority
9. _____ communication flows from the subordinates to the superior positions.
- (a) Downward
 - (b) Horizontal
 - (c) Upward
 - (d) Formal
10. Co-ordination among the different departmental heads, of different sections are examples of _____.
- (a) Internal co-ordination
 - (b) External co-ordination
 - (c) Vertical internal co-ordination
 - (d) Horizontal internal co-ordination

Part B

(5 × 5 = 25)

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

11. (a) Define management and write the scope of management.

Or

- (b) Write the importance of managerial skills.

12. (a) Define MBO. Write its importance.

Or

- (b) Write a note on rationality in decision making.

13. (a) What are elements of organisation?

Or

- (b) Write the advantages of “Departmentation by Function”.

14. (a) What are the principles of direction?

Or

- (b) Define motivation. Give a brief note on importance of motivation.

15. (a) What do you mean by control? Write its objectives.

Or

- (b) Give a brief note on objectives of budgetary control.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the contributions of F.W. Taylor to management thought.

Or

- (b) Explain Hawthorne experiments and their significance.

17. (a) Elaborately explain the steps involved in the planning process.

Or

- (b) Describe the process involved in making a decision.

18. (a) Explain the process and principles of delegation.

Or

- (b) Discuss the nature, benefits and limitations of decentralisation.

19. (a) Examine the Maslow's hierarchy theory of motivation.

Or

- (b) Define communication. Discuss the communication process in an organisation.

20. (a) Elaborately examine the process of control.

Or

- (b) Explain the non budgetary control techniques.

C-5311

Sub. Code

70512

M.B.A. DEGREE EXAMINATION, APRIL 2025.

First Semester

Hospitality Management

FOOD AND BEVERAGE MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is an important factor of material management?
 - (a) Utilisation of proper resources
 - (b) Utilisation of natural resources
 - (c) Utilisation of material
 - (d) Utilisation of cost per use
2. _____ is an element of material control.
 - (a) Purchase control (b) Material control
 - (c) Sales control (d) Cost control
3. Purchase manager should know the exact _____ of materials.
 - (a) Procedure (b) Strategy
 - (c) Specification (d) Policy
4. _____ is a rack, container or space where goods are kept.
 - (a) Store (b) Shelf
 - (c) Baggage (d) Bin

5. The cost that never change are a period of time is _____.
- (a) Variable cost (b) Direct cost
(c) Fixed cost (d) Semi variable cost
6. _____ provide accurate reference to all beverage coming into the cellar, and passing data for the cellar man's bin cards.
- (a) Cellar control book
(b) Inventory ledger
(c) Cellar outwards book
(d) Cellar inwards book
7. SOP stand for _____.
- (a) Service operation protocol
(b) Standard operating procedure
(c) Service open procedure
(d) Standard organizing procedure
8. Which liquor can be served as base for Manhattan?
- (a) Brandy (b) Rum
(c) Gin (d) Whisky
9. Which of the following glass should use to serve brandy.
- (a) Snifter (b) Shot
(c) Rolly polly (d) Highball
10. _____ is commonly used in small and in exclusive type of catering units.
- (a) Manual system
(b) Automated system
(c) Born manual and automated system
(d) Machine system

Part B

(5 × 5 = 25)

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

11. (a) Write the objective of food and beverage control.

Or

- (b) List out the duties and responsibilities of receiving officer.

12. (a) Briefly explain the following.

(i) Cellar inwards books

(ii) Empty's return book

Or

- (b) Draw the layout of storage are in F and B department and explain.

13. (a) Write the advantages of standard recipe.

Or

- (b) List down any ten measuring devices used by bartenders and write its uses.

14. (a) What is cost? Write its elements.

Or

- (b) Define menu engineering. Write its objectives.

15. (a) What is food cost report? How the food cost can be computed?

Or

- (b) Give a brief note on cashier banking system in F and B department.

Part C

(5 × 8 = 40)

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

16. (a) Explain the factors affecting food and beverage management.

Or

- (b) Explain the duties and responsibilities of purchase manager.

17. (a) Elaborate the various methods of issuing beverages.

Or

- (b) Compile a eleven course French menu for 100 pan in a birthday party and explain in detail.

18. (a) Explain the basic concept of beverage costing.

Or

- (b) Explain the various method of forecasting price.

19. (a) Explain the various books maintained for beverage control.

Or

- (b) Explain the different types of frauds carried by customer and waiter in a bar.

20. (a) Define menu. Compile a eleven course French classical menu with food and wine accompaniment and explain in detail.

Or

- (b) Explain the various new technologies introduced in F and B department for effective service.

C-5312

Sub. Code

70514

M.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Hospitality Management

FINANCIAL AND MANAGEMENT ACCOUNTING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Accounting is done through the_____.
 - (a) Record of transactions
 - (b) Classify assets
 - (c) Apply costing techniques
 - (d) Prepare budgets
2. Nominal accounts of debit will be_____.
 - (a) Expenses or loss
 - (b) Receiver
 - (c) Income or gain
 - (d) What comes in
3. In the case of sectional balancing is only General ledger is made by _____.
 - (a) Debtor's balancing
 - (b) Creditor's balancing
 - (c) Self-balancing
 - (d) General balancing

4. One of the detailed rules used to record business transaction is _____.
(a) Objectivity
(b) Accruals
(c) Double entry book keeping
(d) Going concern
5. Quick assets are defined as cash, marketable or short-term _____.
(a) Securities (b) Goods
(c) Cash (d) Documents
6. Ratio analysis is used to evaluate relationships among _____ items.
(a) Financial statement
(b) Cash flow statement
(c) Fund flow statement
(d) All of the above
7. The current ratio is also called _____.
(a) Working capital ratio
(b) Profitability ratio
(c) Liquid ratio
(d) All of the above
8. Error of omission means _____.
(a) Mistake in journal
(b) Omitting an entry
(c) Omitting a date
(d) Omitting one page
9. Which one of the following is not a functional budget?
(a) Sales budget
(b) Purchasing budget
(c) Production budget
(d) Budgeted balance sheet

10. Summary budget may be regarded as:
- (a) Functional budgets
 - (b) Performance budget
 - (c) Master budget
 - (d) Sales budget

Part B

(5 × 5 = 25)

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

11. (a) Compare cost accounting and management accounting.

Or

- (b) Explain the role and functions of financial manager in a modern business.

12. (a) Ram purchased a machine on 1st December, 2020 for 6,00,000 plus CGST and SGST @ 6% each. He paid Rs. 20,000 for loading/unloading and carriage expenses to bring the machine to factory. He further incurred Rs. 25,000 for installing the machine. Determine

- (i) How much amount did Subhash pay to the vendor of Machine?
- (ii) How much amount will be debited to Machinery Account?
- (iii) Pass the Journal entries giving effect to the transaction.

Or

- (b) A book-keeper submitted to you the following Trial Balance, which he has not been able to agree. Rewrite the Trial Balance, correcting the mistakes committed by him.

	Dr.	Cr.
Capital		14,000
Drawings	3,250	

	Dr.	Cr.
Stock (1-1-2020)	17,445	
Returns Inwards		554
Carriage Inwards	1,240	
Deposit with Anand Gupta		1,375
Returns Outwards	840	
Carriage Outwards		725
Loan to Ashok @ 5% given on 1-1-2020		1,000
Interest on the above		25
Rent	820	
Rent outstanding	130	
Stock (31-12-2020)		18,792
Purchases	12,970	
Debtors	4,000	
Goodwill	1,730	
Creditors		2,000
Advertisement Expenses	954	
SGST Payable		1,000
CGST Payable		1,000
Provision for Doubtful Debts		1,200
Bad Debts	400	
Patents and Patterns	500	
Cash	62	
Sales		27,914
Discount allowed		330
Wages	754	
	<u>45,095</u>	<u>69,915</u>

13. (a) What is trend analysis? Illustrate it with suitable example.

Or

- (b) Explain the types of financial statements used in business.

14. (a) Express the importance of fund flow statement.

Or

- (b) What is meant by schedule of changes in working capital? Illustrate it with suitable example.

15. (a) How budgetary control helps as a management tool?

Or

- (b) Explain the term "Limiting Factor".

Part C

(5 × 8 = 40)

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

16. (a) 'Management Accounting is accounting for effective management' – Explain this statement.

Or

- (b) Describe fully the limitations of financial accounting and point out how management accounting helps in overcoming them.

17. (a) 'Capital expenditures and deferred revenue expenditures need to be apportioned to determine true income' - Explain.

Or

- (b) The following Trial Balance has been prepared wrongly. You are asked to prepare the Trial Balance correctly.

Name of the Account	Debit Balance Rs.	Credit Balance Rs.
Cash in hand		2,000
Purchases Returns	4,000	
Wages	8,000	
Establishment Expenses	12,000	

Name of the Account	Debit Balance Rs.	Credit Balance Rs.
Sales Returns		8,000
Capital	22,000	
Carriage Outward		2,000
Discount Received	1,200	
Commission Earned	800	
Machinery		20,000
Stock		10,000
Debtors	8,000	
Creditors		12,000
Sales		44,000
Purchases	28,000	
Bank overdraft	14,000	
Manufacturing Expenses		14,000
Loan from Ashok	14,000	
Carriage Inward	1,000	
Interest on Investments		1,000
	<hr/>	<hr/>
	1,13,000	1,13,000

18. (a) Explain the uses and limitations of accounting ratios.

Or

- (b) Discuss the significance of the following ratios to financial analyst.
- (i) Liquidity ratios
 - (ii) Proprietary ratios
 - (iii) Market earnings ratios

19. (a) From the following balances as at 31-12-19 and 31-12-20, prepare Funds Flow Statement:

Balance Sheets					
Liabilities	2019 Rs.	2020 Rs.	Assets	2019 Rs.	2020 Rs.
Share capital	2,00,000	3,00,000	Buildings	50,000	1,50,000
Share premium	—	10,000	Machinery	2,65,000	3,05,000
Profit on redemption of debentures	—	1,000	Shares in subsidiary company	20,000	20,000
P and L A/c balance	40,000	40,000	Stock	55,000	49,000
Profit for the year	—	45,000	Debtors	15,000	18,000
5% debentures	1,00,000	75,000	Bank	25,000	48,000
Creditors	60,000	1,04,000			
Provision for Taxation A/c	20,000	5,000			
Proposed dividend	10,000	10,000			
	<u>4,30,000</u>	<u>5,90,000</u>		<u>4,30,000</u>	<u>5,90,000</u>

During the year 2020 machinery costing Rs. 7,000 was sold for Rs. 5,000; the loss on sale being charged to Profit and Loss Account

Or

- (b) The following shows the balances in considered form of Pavitra Ltd. At the beginning as well as at the end of the year 1987:

Liabilities and Capital	1-1-20 Rs.	31-12-20 Rs.	Assets	1-1-20 Rs.	31-12-20 Rs.
Creditors	52,000	47,500	Cash and Bank balances	45,000	45,000
Outstanding exp.	6,000	6,500	Debtors	38,500	26,500
8% Debentures	45,000	35,000	Investments	50,000	32,000

Liabilities and Capital	1-1-20 Rs.	31-12-20 Rs.	Assets	1-1-20 Rs.	31-12-20 Rs.
Depreciation fund	20,000	22,000	Prepaid expenses	500	1,000
Reserve for contingencies	30,000	30,000	Stock-in-trade	41,000	53,000
P and L A/c	8,000	11,500	Land and Building	77,000	77,000
Share capital	1,15,000	1,15,000	Machinery	24,000	33,000
	<u>2,76,000</u>	<u>2,67,500</u>		<u>2,76,000</u>	<u>2,67,500</u>

The following information is also available

- (i) 10% dividend was paid in cash.
- (ii) New Machinery for Rs. 15,000 was purchased but old machinery costing Rs. 6,000 was sold for Rs. 2,000 on which accumulated depreciation was Rs. 3,000.
- (iii) Rs. 10,000 8% debentures were redeemed by purchase from open market at Rs. 96 for a debenture of Rs. 100.
- (iv) Investments were sold at book value.

Prepare a Cash Flow Statement.

20. (a) Explain the essentials of a successful budgetary control system. What are the steps involved in the installation of a sound budgetary control system?

Or

- (b) Explain the term “key factor” in any budgeting system.

C-5313

Sub. Code

70515A

M.B.A. DEGREE EXAMINATION, APRIL 2025.

First Semester

Hospitality Management

**MSCV – ORAL COMMUNICATION AND
INTERPERSONAL SKILLS**

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of these is not a barrier to listening?
 - (a) Physical barrier
 - (b) Cultural barrier
 - (c) Linguistic barrier
 - (d) Written barrier
2. When people belong to different religious groups discuss a topic what type of barrier will they come across?
 - (a) Physical
 - (b) Linguistic
 - (c) Cultural
 - (d) Speech decoding
3. Factors contributing to poor sleep can include:
 - (a) Psychological factors
 - (b) Routine factors
 - (c) Lifestyle factors
 - (d) All of the above

4. Aches, shallow breathing and sweating, frequent colds are
- (a) Physical symptoms of stress
 - (b) Behavioral symptoms of stress
 - (c) Emotional symptoms of stress
 - (d) Cognitive symptoms of stress
5. Which of these is not an element of the speaking technique?
- (a) Voice quality (b) Word stress
 - (c) Appearance (d) Correct tones
6. Which of the following is not a key to effective speaking?
- (a) Projection (b) Pace
 - (c) Pitch (d) Pose
7. By the next year, we shall _____ the project work.
- (a) has completed (b) completing
 - (c) completed (d) have completed
8. Every boy and girl _____ in the class today.
- (a) are present (b) is present
 - (c) have present (d) had present
9. The students receive various opportunities through
- (a) Writing notes
 - (b) Listening to teachers
 - (c) Attending classes regularly
 - (d) Using audio visual aids
10. Communicare is a _____ word
- (a) French (b) Latin
 - (c) German (d) India

Part B

(5 × 5 = 25)

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

11. (a) Explain Listening barriers.

Or

- (b) List out the significant steps for effective listening.

12. (a) How to prioritize and set boundaries in a professional environment?

Or

- (b) How to seek support at times of stress?

13. (a) Discuss on leadership skill.

Or

- (b) Bring out the significant steps in delivering a speech.

14. (a) Explain the types of verb forms with example.

Or

- (b) Write a note on active and passive voice.

15. (a) How does personal appearance impact audience?

Or

- (b) Explain posture and gesture.

Part C

(5 × 8 = 40)

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

16. (a) What are the points to be considered while making a formal speech?

Or

- (b) Write an essay on verbal and non-verbal communication.

17. (a) How to overcome stage fright?

Or

(b) What causes stress and how to overcome it?

18. (a) List some merits and demerits of group discussions.

Or

(b) Write down the Do's and Don'ts of effective speaking.

19. (a) Explain direct and indirect speech.

Or

(b) Rearrange the words in correct order to make complete sentences.

(i) that thin boy / is drinking / milk now

(ii) the boys yesterday / the police / caught

(iii) our pet / like / we

(iv) my mother / my baby brother / is looking after

(v) has just written / a letter / the thin man

(vi) the students / have solved / some Mathematics problems

(vii) her uncle tomorrow / will visit / Mary

(viii) newspapers every day / my Professor / reads

20. (a) How does audio-visual aids constitute to effective presentation?

Or

(b) Write different types of audio visual aids used in classroom.

C-5314

Sub. Code

70515B

M.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Hospitality Management

HOTEL FACILITY MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the questions.

1. _____ are located primarily on highways.
(a) Suburban hotels (b) Motels
(c) Resort hotels (d) Floatels
2. _____ are environment friendly hotels.
(a) Heritage hotels (b) Ecotels
(c) Boutique hotels (d) Spas
3. _____ is the superficial enrichment of structural design.
(a) Decorative design
(b) Structural design
(c) Basic design
(d) Exterior design

4. _____ refers to the tactile quality of the surface of any object or area.
- (a) Line (b) Form
(c) Texture (d) Colour
5. _____ is a durable flat surface used to cut food on.
- (a) Cutting board (b) Carving board
(c) Knife (d) Egg slicer
6. _____ is used to braise meat, cook pasta, or make soups and stews.
- (a) Deep fat fryer (b) Convection oven
(c) Colander (d) Dutch oven
7. _____ consists of roughly cut vegetables like leeks , celery, carrots, onions used for flavouring a dish.
- (a) Mirepoix (b) Sauce
(c) Biryani (d) Bechamel
8. Roe refer to _____
- (a) Egg of Pheasant
(b) Egg of Hen
(c) Egg of Sturgeon fish
(d) Egg of Ostrich
9. _____ operates 24 hours in a hotel.
- (a) Restaurant (b) Banquet
(c) Coffee shop (d) Specialty restaurant
10. _____ is the combination of boiling and steaming.
- (a) Poaching (b) Roasting
(c) Stewing (d) Frying

Part B

(5 × 5 = 25)

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

11. (a) Give short notes on Apartment hotels.

Or

- (b) Write the difference between Boatels and Rotels

12. (a) Draw the layout of housekeeping department in a budget hotel.

Or

- (b) List down the important things to be provided in a floor pantry.

13. (a) List out the important kitchen safety features to be followed in kitchen.

Or

- (b) Briefly explain the care and maintenance of kitchen equipment.

14. (a) Draw the layout of store and write the important things to be stored.

Or

- (b) Write a note on kitchen equipments checklist.

15. (a) Give a note on “Energy conservation”.

Or

- (b) Assess the practical difficulties faced by physically challenged people in a hotel.

Part C

(5 × 8 = 40)

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

16. (a) Classify hotels and explain all.

Or

- (b) Explain the basic and important guidelines followed for classification of hotels.

17. (a) Explain the various design considerations taken into mind while constructing a hotel.

Or

- (b) Explain the importance of parking, walks and drives facilities in a hotel.

18. (a) Draw and explain the uses of various major kitchen equipments used in hotels.

Or

- (b) What do you mean by commercial kitchen? Explain with its advantages and disadvantages.

19. (a) What is Cellar? Explain the functions of cellar.

Or

- (b) Elaborately explain about the kitchen stewarding.

20. (a) Explain any two success stories of Indian hotel facilities for physically challenged guests.

Or

- (b) Summarize the American norms followed in star hotel to take care of special guests.

C-5317

Sub. Code

70516A

M.B.A. DEGREE EXAMINATION, APRIL 2025

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. What is the minimum temperature to which ground beef should be cooked to make sure it is free from harmful bacteria?
(a) 220°F (b) 140°F
(c) 165°F (d) 160°F
2. Which of the following is not a critical factor in the growth of dangerous food borne bacteria?
(a) Temperature (b) Time
(c) Moisture (d) Altitude
3. Use of several methods like temperature (high (or) low), control of water activity for preservation of food is known as _____
(a) Hurdle technology
(b) Mixed technology
(c) Stumbling technology
(d) Multiple technology

4. Sorbates and benzoates preservatives are most active at following pH of food system _____
- (a) 7.0 (b) 9.0
(c) 4.5 (d) 2.0
5. Vacuum packaged meats are spoiled by
- (a) B. Thermosphacta
(b) Lacto bacilli
(c) Both (a) and (b)
(d) None of these
6. Minimum water activity required for some yeasts and molds to grow is _____
- (a) 1.00 (b) 0.65
(c) 1.50 (d) 2.00
7. Asafoetida is adulterated with EXCEPT:
- (a) Starch (b) Clay
(c) Chalk powder (d) Maize cob
8. An article of Food shall be deemed to be non-adulterated if _____
- (a) Any natural constituent is removed therefrom
(b) Any artificial colour is added there to more than permissible limits
(c) It contains any prohibited preservative
(d) Two (or) More articles of food (primary) are mixed together
9. For the purposes of the FSS Act, 2006, the _____ was finally recognized as an administrative ministry.
- (a) Ministry of consumer Affairs, food and public Distribution
(b) Ministry of Food processing industries
(c) Ministry of commerce and Industry
(d) Ministry of Health and family welfare

10. Agricultural and processed food products Exports development authority was established by the Government of India in
- (a) December 1985 (b) December 1980
(c) December 1986 (d) January 1980

Section B

(5 × 5 = 25)

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

11. (a) Define food Hazards. What are the types of food Hazards?

Or

- (b) What are the differences between food hygiene and food safety?

12. (a) Explain the principles on which the food preservation process are based?

Or

- (b) Define 'Food preservation'. Explain the importance of food preservation with examples.

13. (a) Explain the four types of food spoilage.

Or

- (b) What are the most common causes of food poisoning?

14. (a) Elaborate the various types of food contaminants.

Or

- (b) Define food standard. Explain the Introduction to food standards.

15. (a) Examine the international food laws and regulations.

Or

- (b) Explain U.S.P.H standard.

Section C

(5 × 8 = 40)

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

16. (a) Define food safety? Explain the Importance of food safety.

Or

- (b) Compare toxic food and contaminated food.

17. (a) Explain the basic concept of food preservation.

Or

- (b) Compare the food preservations and food Additives.

18. (a) Which micro-organisms spoil the food? What is the food borne illeness and food spoilage?

Or

- (b) How to you detect pathogens in food safety? Ellaborate the types of pathogens found in food.

19. (a) Elluciate the types of food contaminants.

Or

- (b) How can we prevent contamination of high risk foods? Explain the best way to prevent contamination.

20. (a) Describe the importance of food safety in food microbiology and the relevance of microbiological standards and criteria for food safety.

Or

- (b) Define the PFA standard of food? Explain the National PFA Essential commodities Act. In which year PFA Act was implemented in India?

C-5318

Sub. Code

70516B

M.B.A. DEGREE EXAMINATION, APRIL 2025.

First Semester

Hospitality Management

CRUISELINE MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the questions.

1. Which of the following is a common marketing strategy used by cruise lines to attract passengers?
 - (a) Fare increases
 - (b) Limited amenities
 - (c) Early booking discounts
 - (d) Reduced cabin space
2. What is the significance of the International Maritime Organization (IMO) in cruise line management?
 - (a) Crew training
 - (b) Safety regulations
 - (c) Onboard entertainment
 - (d) Guest services

3. Which technology is commonly used for onboard communication and connectivity on modern cruise ships?
- (a) Telegraph
 - (b) Semaphore
 - (c) Satellite communication
 - (d) Carrier pigeons
4. In the context of cruise operations, what does the term “tendering” refer to?
- (a) Entertainments shows
 - (b) Ship maintenances
 - (c) Offshore docking
 - (d) Guest complaints handling
5. What is the primary environment concern associated with cruise line operations?
- (a) Noise pollution
 - (b) Light pollution
 - (c) Air pollution
 - (d) Thermal pollution
6. What role does the cruise director play in onboard operations?
- (a) Managing ship navigation
 - (b) Overseeing culinary operations
 - (c) Coordinating entertainment and activities
 - (d) Ensuring passenger safety

7. What does the term “turnaround day” refer to in cruise line management?
- (a) The day the ship sets sail
 - (b) A day for cruise training
 - (c) The day the ship returns to port
 - (d) A day dedicated to onboard events
8. What is the main factor influencing the choice of cruise destinations?
- (a) ship size
 - (b) passenger demographics
 - (c) crew availability
 - (d) fuel prices
9. The safety and emergency procedures exercise performed aboard a cruise ship is known as :
- (a) Safety briefing
 - (b) Captain’s address
 - (c) Emergency muster
 - (d) Life boat drill
10. What is the name of the area on a cruise ship where passengers can find shops, restaurants and entertainment?
- (a) Crew quarters
 - (b) Engine room
 - (c) Lido deck
 - (d) Promenade

Part B

(5 × 5 = 25)

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

11. (a) Discuss the evolution of cruising from its early roots to the modern-day cruise industry.

Or

- (b) Explain the impact of technological advancement on the cruise industry.
12. (a) Briefly outline the key components of a health and sanitation department manual for cruise ship.

Or

- (b) What are the objectives and significance of a vessel sanitation and inspection program?
13. (a) What is meant by the term “cruise destination”?

Or

- (b) Evaluate the importance of logistics positioning in cruise line operation.
14. (a) Why is it essential for all crew members to have a clear understanding of the ship’s layout?

Or

- (b) Compare the different between crew muster stations and passenger muster stations.

15. (a) Mention the importance of effective communication and teamwork among different F & B staff positions on a cruise ship.

Or

- (b) Analyze the impact of food production and service delivery systems on maintaining quality standards in cruise ship dining.

Part C

(5 × 8 = 40)

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

16. (a) Compare and contrast the business models of luxury cruise brands with mass-market cruise.

Or

- (b) How can travel agents enhance the overall cruise experience for their clients?

17. (a) Explain the role of maritime organizations on overseeing and regulating cruise line activities.

Or

- (b) Discuss the responsibilities of cruise management in preventing and addressing environmental incidents.

18. (a) Name and describe two major cruise regions globally, highlighting their unique characteristics.

Or

- (b) Elaborate any three typical itinerary patterns followed in major cruise regions.

19. (a) Describe common emergency signals on a cruise ship and the corresponding actions.

Or

- (b) Explain how various safety procedures, including designated person adhere to ensure the overall safety of a cruise ship.

20. (a) Explain the role and responsibilities of the executive chef in the cruise ship's.

Or

- (b) Investigate how customer demographics influence menu planning and service offerings on a cruise ship.

C-5319

Sub. Code

70517

M.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Hospitality Management

EVENT MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary focus of event management?
 - (a) Profit generation
 - (b) Creativity and implications
 - (c) Celebrity endorsements
 - (d) Social and business etiquette

2. What does the organization structure of event management refer to?
 - (a) Budget planning
 - (b) Arranging sponsors
 - (c) The hierarchical setup within event management
 - (d) Time management techniques

3. What is the significance of multifaceted event management?
 - (a) Narrow focus on one aspect
 - (b) Comprehensive approach to various functions
 - (c) Limited creativity
 - (d) Strict budget constraints
4. What is a crucial step in event management planning?
 - (a) Selecting a location
 - (b) Blue print of the function area
 - (c) Arranging celebrities
 - (d) Sports planning
5. How is backstage management important in events?
 - (a) It is not significant
 - (b) It ensures efficient execution behind the scenes
 - (c) It primarily focuses on budget management
 - (d) It deals with brand management
6. What are the characteristics of effective brand management in events?
 - (a) Limited creativity
 - (b) Recognition and consistent representation
 - (c) Budget constraints
 - (d) Time management

7. How are budgets controlled in event management?
 - (a) Through creative planning
 - (b) Leadership management
 - (c) Controlling methods
 - (d) Selecting a location wisely
8. What qualities are crucial for an individual in event management?
 - (a) Strict budgeting skills
 - (b) Social and business etiquette
 - (c) Celebrity connections
 - (d) Sports planning expertise
9. What is an essential consideration in stage decoration for events?
 - (a) Budget constraints
 - (b) Time management
 - (c) Creativity and aesthetics
 - (d) Selecting a location
10. Which activity falls under various event activities?
 - (a) Budget management
 - (b) Concept exhibition
 - (c) Leadership management
 - (d) Time management

Part B

(5 × 5 = 25)

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

11. (a) What is the significance of categorizing events in event management?

Or

- (b) How is event planning integral to the overall success of an event?

12. (a) Can you elaborate on the needs and objectives that drive event management?

Or

- (b) Discuss the process of arranging chief guests and celebrities for events.

13. (a) How does creativity impact events, and what are the implications of creative event planning?

Or

- (b) What strategies are employed securing event sponsors, and why is sponsorship crucial?

14. (a) Explain the organizational structure commonly employed in event management.

Or

- (b) Explain the importance of creating a blueprint for the function area in event management.

15. (a) What are the multifaceted functions of event management?

Or

- (b) What factors can significantly affect event management, and how are they managed?

Part C

(5 × 8 = 40)

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

16. (a) Differentiate between backstage management and other aspects of event execution.

Or

- (b) What are the characteristics of effective brand management in the context of events?

17. (a) Describe the methods used for budget management and controlling in event planning.

Or

- (b) What authority does leadership management hold in the context of event execution?

18. (a) How is feedback management implemented, and what tools are used to measure feedback?

Or

- (b) Enumerate the basic qualities essential for an individual in event management.

19. (a) How do speaking skills contribute to the success of an event manager, and why is team spirit crucial?

Or

- (b) Discuss the importance of social and business etiquette in event management.

20. (a) What considerations are involved in stage decoration for events?

Or

- (b) Explain the role of time management in the context of event planning.

C-5320

Sub. Code

70521

M.B.A. DEGREE EXAMINATION, APRIL 2025

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) Dismissal of people
 - (d) Adoption of people
2. The process of studying and collecting information about a job is known as ————.
 - (a) HRP
 - (b) Job design
 - (c) Job analysis
 - (d) Job evaluation
3. Job description is a statement containing the information like ————.
 - (a) Job title, location and duties
 - (b) Machines, tools and equipment
 - (c) Materials, working conditions and hazards
 - (d) All of these

4. _____ is the process of impacting knowledge or skill of an employee to do a particular job.
(a) Training (b) Development
(c) Motivation (d) Leadership
5. OJT refers to _____.
(a) On the job training
(b) Off the job training
(c) On the job Technique
(d) On the job technology
6. Which of the following is a benefit of employee training?
(a) Improves morale
(b) Helps people to identify with organisational goals
(c) Provides a good climate for learning
(d) None of the above
7. Human resource information system _____.
(a) Integrates core process into streamline systems
(b) Collaborates core process into streamline systems
(c) Plans core process into streamline system
(d) All the above
8. Performance appraisal refers to _____ of an employee.
(a) Training (b) Placement
(c) Assessment (d) Induction
9. A _____ takes place when an employee moves to a position higher than the one formerly occupied.
(a) Transfer (b) Demotion
(c) Punishment (d) Promotion
10. _____ is a feeling of injustice at the work place.
(a) Grievance (b) Motivation
(c) Absenteeism (d) Direction

Part B

(5 × 5 = 25)

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

11. (a) Define HRM. Write its importance.

Or

- (b) List down the challenges faced by Human Resource Management.

12. (a) Write the importance of Job Analysis.

Or

- (b) Write a note on Job Design.

13. (a) Define Training. Describe the determinants of training needs.

Or

- (b) Briefly explain the different types of interview.

14. (a) What is recruitment? Explain the internal sources of recruitment.

Or

- (b) Write a note on Employee Compensation.

15. (a) Write short notes on the following.

- (i) Collective Bargaining
- (ii) Trade Union

Or

- (b) Write the functions of Redressal Committee.

Part C

(5 × 8 = 40)

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

16. (a) Explain the role and qualities of Human resource manager in an organisation.

Or

- (b) Discuss the functions of HRM with relevant examples.

17. (a) What is Human resource planning? Explain the process of HRP.

Or

- (b) Explain the steps in Training programmes.

18. (a) Explain the steps involved in selection process.

Or

- (b) Elaborately explain the “in the job” and “off the job” training techniques.

19. (a) What is Human Resource Information System? Explain its importance.

Or

- (b) What do you mean by Incentives? Describe its importance and the different types of incentive plans.

20. (a) Explain the grievance handling procedure with reference to succession planning.

Or

- (b) Distinguish between domestic HRM and International HRM. Explain the global issues in International HRM.

C-5321

Sub. Code

70522

M.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Hospitality Management

ADVANCED FOOD PRODUCTION AND PATISSERIE

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The _____ in a classical brigade of kitchen is the second in Command.
(a) Chef de partie (b) Chef de Cuisine
(c) Chef de garde (d) Sous Chef
2. Egg is a rich source of _____.
(a) Proteins (b) Vitamins
(c) Minerals (d) All the above
3. Which of the following soup is served cold?
(a) Gazpacho (b) Bisque
(c) Consommé' (d) Mulligatawny
4. _____ is the bundle of fresh herbs such as thyme, parsley stems and bay leaf tied together.
(a) Liaison (b) Jus-lie
(c) Chowder (d) Bouquet garni

5. "Dhokla" is a delicacy of which state of India?
(a) Gujarat (b) Odisha
(c) Karnataka (d) Maharashtra
6. Which of the following is an Oriental Cuisine?
(a) French Cuisine (b) Italian Cuisine
(c) Spanish Cuisine (d) Chinese cuisine
7. The southern cuisine of China is also known as _____.
(a) Cantonese Cuisine (b) Peking Cuisine
(c) Szechwan cuisine (d) Shangal Cuisine
8. The International soup of Spain is _____.
(a) Minestrone (b) Mulligatawny
(c) Scotch Broth (d) Gazpacho
9. Which one of the following German bread is first poached and then baked?
(a) Rye bread (b) Kuglehopf
(c) Stollen (d) Pretzels
10. Which of the following is not a method used for Water treatment?
(a) Coagulation (b) Degumming
(c) Chlorination (d) Sand filtration

Part B

(5 × 5 = 25)

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

11. (a) Write any five general rules for basic kitchen sanitation.

Or

- (b) Classify the kitchen equipments and write its uses with examples.

12. (a) List out the uses of egg in cookery.

Or

- (b) Write the recipe of white stock.

13. (a) Write in brief about any ten Indian Breads.

Or

- (b) Write a note on Bengali cuisine.

14. (a) Write the Important features of Spain cuisine.

Or

- (b) List down any ten popular dishes of Portugal.

15. (a) Name the different types of Breads and write the recipe for any one.

Or

- (b) Write the difference between Cake flour and Bread flour.

Part C

(5 × 8 = 40)

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

16. (a) Draw the organizational hierarchy of large kitchen in five star hotel and explain the duties and responsibilities of all.

Or

- (b) What is HACCP? Explain its major concepts and the challenges in implementing the HACCP.

17. (a) Classify the basic mother sauces and explain its method of preparation with its recipe.

Or

- (b) Explain the different cuts of lamb with a neat diagram.

18. (a) List out any five Kerala dishes and Write the recipe of any one of them.

Or

- (b) Explain the history of development of Indian Cuisine.

19. (a) Elaborately explain the history and features of French Cuisine.

Or

- (b) Write the recipe for any two Chinese dishes and explain its method of preparation.

20. (a) Explain in detail about the role of basic ingredients used in Bakery.

Or

- (b) Explain different types of Dough with examples.

C-5322

Sub. Code

70524A

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Second Semester

Hospitality Management

CUSTOMER RELATIONSHIP MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Customer Relationship Management is about _____
 - (a) Acquiring the right customer
 - (b) Instituting the best processes
 - (c) Motivation employees
 - (d) All of the above

2. The method used to assess real cost of providing services to an individual customer is _____
 - (a) Cost based accounting
 - (b) Activity based accounting
 - (c) Turnover based accounting
 - (d) Price based accounting

3. A _____ is an organized collection of detailed information about individual customers or prospects that is accessible, actionable and current for marketing purposes such as lead generation and others.
- (a) Customer database
 - (b) Customer mailing list
 - (c) Business database
 - (d) None of the above
4. In buyer decision process, percentage of potential customers in a given target market is called
- (a) Customer funnel (b) Company funnel
 - (c) Marketing funnel (d) Retailers funnel
5. The main drawback of CRM is
- (a) Implementing CRM before creating a customer strategy
 - (b) Rolling out CRM before changing the organization to match
 - (c) Stalking, not wooing, customers
 - (d) All of the above
6. How does CRM contribute to better customer service?
- (a) By making customer service irrelevant
 - (b) By automating all customer service tasks
 - (c) By facilitating quicker response times and issue resolution
 - (d) By eliminating customer service departments

7. _____ 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
8. Which CRM feature allows businesses to segment customers based on their past interactions and behaviour?
- (a) Demographic segmentation
(b) Behavioral segmentation
(c) Geographic segmentation
(d) Psychographic segmentation
9. What role does CRM play in lead nurturing?
- (a) It eliminates the need for lead nurturing activities
(b) It automates the entire lead nurturing process
(c) It helps identify and prioritize leads for nurturing
(d) It requires customers to nurture leads themselves
10. What is the purpose of marketing automation in CRM?
- (a) To eliminate marketing activities entirely
(b) To automate customer interactions completely
(c) To improve marketing effectiveness and efficiency
(d) To replace marketing personnel with AI systems

Part B

(5 × 5 = 25)

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

11. (a) Explain the various components of Customer Relationship Management.

Or

- (b) What are the important aspects of customer relationship management that will help managers in running the organisation more efficiently?

12. (a) Explain the elements of customer relationship management process.

Or

- (b) Examine the concept of one to one marketing.

13. (a) Compare On-premises and Cloud-based CRM.

Or

- (b) What training and onboarding services do CRM providers offer?

14. (a) Examine the five S's of managing customer data.

Or

- (b) Briefly explain CRM delivery system.

15. (a) What is cross selling? How can a company use it to the best advantage?

Or

- (b) Explain how behaviour prediction can increase sales revenues?

Part C

(5 × 8 = 40)

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

16. (a) Classify the prioritizing in Customer Relationship Management.

Or

- (b) Express the purpose of measuring CRM.

17. (a) Classify the 4C's of CRM process.

Or

- (b) Simplify the CRM process for marketing organization.

18. (a) Examine the role of CRM in business strategy.

Or

- (b) What is the backup and data recovery plan for the CRM?

19. (a) Explain the various types of data mining.

Or

- (b) Examine the types of collaborative filtering.

20. (a) Discuss in detail the critical factors and principles for the success of Knowledge Management.

Or

- (b) Determine the features and benefits of Force Field Analysis.
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C-5323

Sub. Code

70524B

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Second Semester

Hospitality Management

ENTREPRENEURSHIP

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is a key function of entrepreneurship in the context of economic development?
 - (a) Reducing competition among existing businesses
 - (b) Focusing solely on increasing personal wealth
 - (c) Creating new job opportunities and stimulating economic growth
 - (d) Ensuring businesses adhere to traditional practices and norms

2. Which of the following best describes the primary role of an entrepreneur?
 - (a) To manage a company's daily operations and ensure profitability
 - (b) To identify opportunities, innovate and take risks to create new businesses or products
 - (c) To follow established procedures and maintain the status quo within existing companies
 - (d) To provide administrative support and handle routine tasks in a business

3. What is the primary goal of entrepreneurship development programs (EDPs)?
- (a) To provide financial assistance only to large corporations
 - (b) To foster and support the creation and growth of new businesses and entrepreneurs
 - (c) To focus solely on improving the technical skills of existing employees
 - (d) To standardize business practices across all industries
4. What is a common problem faced by NAYE and TCOs in the implementation of Entrepreneurship Development Programs (EDPs)?
- (a) Overfunding and resource surplus leading to inefficiency
 - (b) Lack of tailored support and practical training that meet the needs of diverse entrepreneurs
 - (c) Excessive market demand for entrepreneurship training services
 - (d) Too many qualified mentors and consultants available for entrepreneurs
5. What is the primary characteristic of Small Scale Industries (SSI)?
- (a) Large capital investment and extensive operations
 - (b) Small capital investment and relatively smaller operations
 - (c) International market focus and high export volumes
 - (d) Government-owned and operated enterprises

6. Which of the following is NOT typically considered a benefit of SSI?
- (a) Creation of local employment opportunities
 - (b) Increased competition and innovation in local markets
 - (c) Limited flexibility in adapting to market changes
 - (d) Contribution to regional economic development
7. What is the primary objective of SIDCO?
- (a) To manage large-scale industrial operations and multinational corporations
 - (b) To promote and facilitate the development of small-scale industries and enterprises
 - (c) To provide financial assistance exclusively to large corporations
 - (d) To focus on agricultural development and rural employment
8. What type of support does NSIC typically offer to struggling small scale industries?
- (a) Direct management of daily business operations
 - (b) Financial restructuring, technical support, and marketing assistance
 - (c) High-risk venture capital funding and international expansion
 - (d) Exclusive focus on large-scale public sector projects

9. What is the primary goal of project identification?
- (a) To select the most complex and expensive projects
 - (b) To find and assess projects that align with organizational goals and resources
 - (c) To minimize the number of projects undertaken
 - (d) To prioritize projects based on their duration
10. Which of the following is an important consideration during the project identification phase?
- (a) The detailed execution plan and timeline
 - (b) The estimated costs and required budget
 - (c) The relevance and impact of the project on stakeholders
 - (b) The projects specific technological requirements

Part B

(5 × 5 = 25)

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

11. (a) Define : Entrepreneur and list out the characteristics.

Or

- (b) Explain the functions of entrepreneurship.

12. (a) Explain the primary objectives of Entrepreneurship Development Programs.

Or

- (b) Explain the impact of the National Bank for Agriculture and Rural Development (NABARD) on rural entrepreneurship development.

13. (a) Discuss the major challenges faced by Small Scale Industries (SSI).

Or

- (b) What are the roles and responsibilities of a managing partner in a partnership business?

14. (a) How does SIDCO support the technological advancement of small-scale industries?

Or

- (b) Explain the role of government agencies in providing marketing assistance to small businesses.

15. (a) What are the key steps involved in the project identification process?

Or

- (b) Discuss the role of financial analysis in project appraisal.

Part C

(5 × 8 = 40)

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

16. (a) Explain the difference between Entrepreneur Vs Intrapreneur.

Or

- (b) How do Entrepreneurship Development Programs (EDPs) contribute to reducing unemployment?

17. (a) Discuss the problems associated with the implementation of Entrepreneurship Development Programs (EDPs) and suggest possible solutions.

Or

- (b) Explain the institution for EDP.

18. (a) Explain the role of government policies in supporting Small Scale Industries (SSI).

Or

- (b) Discuss the legal implications of a partner's exit from a partnership.

19. (a) Discuss the impact of business sickness on employees and stakeholders.

Or

- (b) Explain the institutional support for entrepreneurs.

20. (a) Explain how a feasibility study contributes to the project appraisal process.

Or

- (b) Describe the project appraisal and explain the merits and demerits.

C-5324

Sub. Code

70525A

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Second Semester

Hospitality Management

BAR MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ is an outlet that sells both alcoholic and nonalcoholic beverages.
(a) Restaurant (b) Coffee Shop
(c) Bar (d) Room Service
2. The term pubs refers to _____.
(a) Restaurant (b) Bars
(c) Public Houses (d) Bakery
3. Silverware can be polished using which of the following systems?
(a) Gueridon (b) Furniture
(c) Polivit (d) Helitherm
4. _____ is an essential bar tool for mixing cocktails and classic mixed drinks.
(a) Lobster pick (b) Cork screw
(c) Cocktail Shakers (d) Oyster fork

5. _____ is the art and study of inventing, preparing and serving cocktails or mixed drinks.
- (a) Cocktail (b) Mocktail
(c) Shaking (d) Mixology
6. The alcohol range of standard beer is _____.
- (a) 3 – 4 percent (b) 4 – 6 percent
(c) 6 – 8 percent (d) 8 – 10 percent
7. _____ is an area meant for relaxing which is normally located near the reception area.
- (a) Lounge (b) Pubs
(c) Banquet (d) Bell desk
8. _____ is a storage place for alcoholic drinks.
- (a) Bar (b) Cellar
(c) Pantry (d) Lounge
9. Rum is prepared from _____
- (a) Molasses (b) Rye
(c) Barley (d) Grapes
10. _____ is the stock level of each liquor, wine and beer to be maintained at the bar at all times.
- (a) Upper Stock (b) Tender Stock
(c) Beverage Stock (d) Par Stock

Part B

(5 × 5 = 25)

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

11. (a) What do you mean by alcoholic beverage? Write any five examples.

Or

- (b) Write the different types of Bar.

12. (a) Name any five small equipments used in Bar.

Or

- (b) Distinguish the Cocktail and Mocktail.

13. (a) What is beer? Explain its types.

Or

- (b) How can we prevent guest intoxication in bar?

14. (a) What do you mean by upselling in a Bar?

Or

- (b) Define Liquors.

15. (a) What do you mean by Cellar?

Or

- (b) Draw the specimen of inward book.

Part C

(5 × 8 = 40)

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

16. (a) Define Bar. Explain its history and its development.

Or

- (b) Draw the Hierarchy in a Bar and write the Job Description and Job specification of a Bar Manager.

17. (a) Write a note on :

- (i) Squashes
- (ii) Syrups

Or

- (b) What is Brandy? Explain the manufacturing process of Brandy.

18. (a) Classify the non-alcoholic beverages and explain all.

Or

- (b) Explain the management responsibilities in beverage staff training.

19. (a) Auditing in a Bar is essential. Explain.

Or

- (b) Explain the steps to be taken to control malpractices in a Bar.

20. (a) Describe the different types of pouring liquors.

Or

- (b) Explain the Cellar control procedures.

C-5325

Sub. Code

70525B

M.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Hospitality Management

GARDE MANAGER

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ is the process of offering the selected food to the diners in a fashion that is visually appealing.
(a) Food Presentation (b) Carving
(c) Garnishing (d) Decoration
2. A _____ is an item or substance used as a decoration, accompanying a prepared food or drink.
(a) Nuts (b) Cereals
(c) Accompaniment (d) Garnish
3. Which of the following can be used as a spread to a Canapé?
(a) Margarine (b) Flavored butter
(c) Boiled egg (d) Chocolate

4. _____ is one of the branches of Gardemanger which mainly looks after meat preparation, Forcemeats, and Coldcuts.
- (a) Larder (b) Charcuterie
(c) Pantry (d) Dishwash
5. It refers to ingredients mixed with salad dressing or Mayonnaise
- (a) Moist fillings (b) Dry fillings
(c) Wet fillings (d) Hard fillings
6. This kind of fillings are highly perishable and should be chilled at all times
- (a) Egg (b) Cheese
(c) Seafood (d) Meat
7. Which of the following refers to sandwiches which made with more than two or more slices of bread with several fillings?
- (a) Multi-decker (b) Regular cold
(c) Open faced (d) Tea sandwich
8. _____ are originally made specifically from chicken.
- (a) Galentiné (b) Gammon
(c) Pork (d) Ham
9. _____ is liquid or semi-liquid in form used to enhance flavor of a salad.
- (a) Cheese (b) Sauce
(c) Salad Dressing (d) Rolls
10. _____ is being referred as salted Roe or eggs of Sturgeon.
- (a) Proscutto (b) Mozzarella
(c) Caviar (d) Anchovies

Part B

(5 × 5 = 25)

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

11. (a) What are Canapé's? Write its origin.

Or

- (b) List out the Large equipments used in Larder section.

12. (a) How can we display the ice Carving on a buffet?

Or

- (b) List out some of the common artistic displays.

13. (a) Write the role of spreads and Garnishes in a Sandwich.

Or

- (b) List out any two popular Spreads and their usage.

14. (a) List the Casings used for Sausages.

Or

- (b) Give a brief note on :

- (i) PATE'
- (ii) Terrine

15. (a) Explain the different types of Hors'douvres.

Or

- (b) Write the different varieties of Salad dressing.

Part C

(5 × 8 = 40)

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

16. (a) Explain the duties and responsibilities of the Chef Gardemanger.

Or

- (b) Explain about the Vegetable and Fruit Carvings with its importance.
17. (a) Write a note on :
- (i) Butter and Margarine Carvings
 - (ii) Ice Carving

Or

- (b) Elaborately explain about Tallow Sculpture.
18. (a) Explain the Structure of Sandwiches.

Or

- (b) Classify different types of Fillings and explain all.
19. (a) Explain the different types of forcemeat.

Or

- (b) Explain the different components of Salads and techniques in presenting and plating salads.
20. (a) Explain the methods of preparing Appetizer.

Or

- (b) Explain the factors in presenting and preparing the salads.

C-5330

Sub. Code

70531

M.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Hospitality Management

ROOM DIVISIONS OPERATIONS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Job specification includes _____.
 - (a) Physical characteristics
 - (b) Psychological characteristics
 - (c) Personal characteristics
 - (d) All the above
2. Promotion is an _____ source of recruitment.
 - (a) Internal (b) External
 - (c) Out (d) None of the above
3. Which of the following plan includes room tariff only?
 - (a) Continental plan (b) European plan
 - (c) American plan (d) Modified American plan
4. _____ is responsible of cleaning guest rooms and bathrooms.
 - (a) Houseman
 - (b) Room service staff
 - (c) Room attendant
 - (d) Housekeeping supervisor

5. _____ is the standard quantity of stock that must be on hand to support effectively regular housekeeping activities.
 - (a) PAR Stock (b) Excess stock
 - (c) Reserve stock (d) Maximum stock

6. _____ is a term used for annual cleaning of guest rooms and public areas in off season periods and low occupancy periods.
 - (a) Contract cleaning (b) Weekly cleaning
 - (c) Spring cleaning (d) Deep cleaning

7. ADR is equal to _____.
 - (a) Total number of Vacant rooms / Total room revenue
 - (b) Total Number of guests / Total number of rooms
 - (c) Total Room revenue / Number of Occ.
 - (d) Total number of occupied rooms / Total number of guests

8. _____ is the percentage of rooms that are occupied by more than one person.
 - (a) Multiple occupancy
 - (b) Average occupancy
 - (c) Single occupancy
 - (d) Double occupancy

9. _____ is the credit limit given by the credit card company to the card holder.
 - (a) Zero level (b) Ten thousand
 - (c) Floor limit (d) Unlimit

10. Rate spread is equal to _____.
 - (a) (Potential average double rate) + (Potential average single rate)
 - (b) (Potential average double rate) – (Potential average single rate)
 - (c) (Potential average double rate) × (Potential average single rate)
 - (d) (Potential average double rate) / (Potential average single rate)

Part B

(5 × 5 = 25)

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

11. (a) What do you mean by Job breakdown? Write the job breakdown of Housekeeping manager.

Or

- (b) What is Training? Write its importance.

12. (a) What is Budget? Write its significance.

Or

- (b) How the room availability can be forecasted?

13. (a) Write a note on Inventory control of Cleaning supplies.

Or

- (b) Write a note on FIFO and LIFO.

14. (a) How can we prevent damage to linen and uniforms? Give some tips.

Or

- (b) Give a brief note on Sales mix.

15. (a) Write the concept of Revenue management.

Or

- (b) Write the importance of Yield management.

Part C

(5 × 8 = 40)

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

16. (a) Explain the Job description and Job specification of Front office Manager.
Or
(b) Explain the various sources of Internal and external recruitment in a hotel.
17. (a) Explain the Functions of Front office department.
Or
(b) Describe the rule of thumb approach in fixing room rate in a hotel.
18. (a) What is Par stock? Write its importance and explain the ways to establish Par stock.
Or
(b) Explain the inventory control of linen, Machine and equipments in Housekeeping department.
19. (a) What is RevPAR? Write its formula, importance and explain how it can be calculated in hotels.
Or
(b) Discuss the use of occupancy percentage versus the ADR in determining the effectiveness of a General manger of a hotel.
20. (a) Explain the various application of Yield management to Room division.
Or
(b) Write the formulas for finding the following :
(i) Potential average rate
(ii) Room rate achievement factor
(iii) Yield statistic
(iv) Identical Yield occupancy.

C-5331

Sub. Code

70534

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Third Semester

Hospitality Management

INDIAN HOSPITALITY LAW

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which one of the following is regarded as a private law topic?
 - (a) Criminal law
 - (b) Contract law
 - (c) The law relating to human rights
 - (d) Administrative law
2. Which of the following court cases involves a tort?
 - (a) Indiana v. Clair
 - (b) Hatfield v. Blair
 - (c) Missouri v. McGinny
 - (d) Florida v. McGinny
3. How should you communicate with your Guests?
 - (a) Rudely
 - (b) As per our mood
 - (c) Politely
 - (d) None of the above

4. A Guest who checks in with no luggage or hand bag called _____.
(a) CVGR (b) VVIP
(c) Scanty Baggage (d) No Show
5. Which of the following software is used in hotels?
(a) Opera (b) Amadeus
(c) Shawman (d) All of the above
6. A group of people that eat together at one time and in one place is called a:
(a) Banquet (b) Group
(c) Gathering (d) Assembly
7. In which section provision of capacity in officers connected with courts of justice _____.
(a) Sec. 136 (b) Sec. 138
(c) Sec. 135 (d) Sec. 137
8. The person who mortgages the property is known as _____.
(a) Mortgagor (b) Mortgagee
(c) Co-owner (d) Executor
9. The addition of these adulterants lowers the _____ value of food.
(a) Substance (b) Quality
(c) Nutrients (d) Quantity
10. _____ of the Food Safety and Standard Regulations, 2011 specifies the standards for various infant products.
(a) 2.1.9 (b) 2.2.9
(c) 2.4 (d) 2.3

Part B

(5 × 5 = 25)

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

11. (a) Explain the laws relating to hotel premises.

Or

- (b) What areas are covered as legal requirements of hotel operations?

12. (a) What does the building code include in India?

Or

- (b) What are hotels rules in India during guest check-in?

13. (a) Explain the duties of a hotelier towards guests.

Or

- (b) Examine the relationship with guests and other patrons.

14. (a) What is preventive legal management and breach of contract?

Or

- (b) Explain the classification of Insurance stages.

15. (a) Explain the seven principles of Hazard Analysis and Critical Control Points (HACCP).

Or

- (b) Elaborate the terms Prohibition and Dry Days.

Part C

(5 × 8 = 40)

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

16. (a) Difference between the Hotels and Motels.

Or

- (b) Explain the types of contracts.

17. (a) Elaborate the guest law suits for overbooking.

Or

- (b) Explain the various conditions for guest's right to privacy.

18. (a) Discuss the duties of employers to third parties.

Or

- (b) Elaborate the functions of hotel parking area.

19. (a) Explain the types of contract seen in hotel operations.

Or

- (b) Elaborate the different stages for processing insurance claims.

20. (a) Write a short note on:

- (i) 'Food' (Definition)
- (ii) 'Primary Food' (As per Food Safety and Standards Act, 2006)
- (iii) Adulterant (As per the Prevention of Food Adulteration Act, 1954)
- (iv) Food additives (As per Food Safety and Standards Act, 2006)

Or

- (b) Explain the various functions of central food lab.

C-5332

Sub. Code

70535

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Third Semester

Hospitality Management

RESEARCH METHODOLOGY

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is/are types of research?
 - (a) Objective research
 - (b) Applied research
 - (c) Problem oriented research
 - (d) Both (b) and (c)
2. _____ refers to devising a representation in a small and simplified form of a system, which can be manipulated to gauge effect.
 - (a) Simulation
 - (b) Evaluation
 - (c) Comparative
 - (d) None of these
3. A graph of cumulative frequency distribution is called _____?
 - (a) Ogive
 - (b) Frequency polygon
 - (c) Pie diagram
 - (d) Histogram

4. According to sampling, as sample size increases, the error in sampling tends to _____.
(a) Increase (b) Decrease
(c) Remains constant (d) Be unstable
5. In 'Less than' cumulative frequency distribution, the omitted limit is
(a) Lower (b) Upper
(c) Last (d) Middle
6. In chronological classification, data are classified on the basis of
(a) Attributes (b) Class-intervals
(c) Time (d) Location
7. Coefficient of determination is defined as
(a) r^3 (b) $1 - r^2$
(c) $1 + r^3$ (d) r^2
8. For testing of hypothesis $H_0 : M_1 = M_2$ and $H_1 : M_1 < M_2$, the critical value of Z at 5% level of significance when size of sample is more than 30 is
(a) 1.96 (b) 2.32
(c) 1.645 (d) 2.5758
9. High degree of correlation is assumed, when
(a) $r = 0.52$ (b) $r = 0.45$
(c) $r = 0.9$ (d) $r = 0.65$

10. Identify from the following, the test statistic for which the value of numerator should always be greater than that of denominator?
- (a) 'Chi-square' (b) 'F' value
(c) 'Z' value (d) 'T' value

Part B

(5 × 5 = 25)

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

11. (a) Define Research. Discuss the objectives of Research.

Or

- (b) Examine the essentials of average.

12. (a) What is Primary data? Explain its advantages of Primary data.

Or

- (b) Two random samples drawn from two normal populations are:

Sample 1 20 16 26 27 23 22 18 24 19

Sample 2 27 33 42 35 32 34 38 28 41 43 30 37

Test using variance ratio at 5 per cent and 1 per cent level of significance whether the two populations have the same variances.

13. (a) Describe qualitative and quantitative measures with example.

Or

- (b) Point out the possible sources of measurement error.

14. (a) The foreman of ABC mining company has estimated the average quantity of iron ore extracted to be 36.8 tons per shift and the sample standard deviation to be 2.8 tons per shift, based upon a random selection of 4 shifts. Construct a 90 per cent confidence interval around this estimate.

Or

- (b) State the reasons why sampling is used in the context of research studies.
15. (a) What is Chi-square test? Explain its significance in statistical analysis.

Or

- (b) State the basic assumptions of the analysis of variance.

Part C

(5 × 8 = 40)

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

16. (a) Discuss about the types of research.

Or

- (b) 'Research design in exploratory studies must be flexible but in descriptive studies, it must minimise bias and maximise reliability'. Discuss.

17. (a) Write a note on 'Characteristics of good sample design', point out it developing a sampling design.

Or

- (b) Explain and illustrate the procedure of selecting a random sample.
18. (a) The following table shows the results of a paired-comparison preference test of four cold drinks from a sample of 200 persons:

Name	Coca Cola	Limca	Goldspot	Thumps up
Coca Cola	–	60*	105	45
Limca	–	150	70	–
Goldspot	75	40	–	65
Thumps up	165	120	145	–

* To be read as 60 persons preferred Limca over Coca Cola.

- (i) How do these brands rank in overall preference in the given sample?
- (ii) Develop an interval scale for the four varieties of cold drinks.

Or

- (b) Write short notes on:
- (i) Likert Scale
- (ii) Semantic Differential Scale
- (iii) Stapel Scale

19. (a) In a random selection of 64 of the 2400 intersections in a small city, the mean number of scooter accidents per year was 3.2 and the sample standard deviation was 0.8.
- (i) Make an estimate of the standard deviation of the population from the sample standard deviation.
 - (ii) Work out the standard error of mean for this finite population.
 - (iii) If the desired confidence level is 0.90, what will be the upper and lower limits of the confidence interval for the mean number of accidents per intersection per year?

Or

- (b) Explain the meaning and significance of the concept of “Standard Error” in sampling analysis.
20. (a) Describe the classifications of one-way ANOVA.

Or

- (b) Why do we use t-test in linear regression analysis.
-

C-5333

Sub. Code

70536

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Third Semester

Hospitality Management

HOSPITALITY MARKETING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ marketing strategy focus on selling what the company makes, not necessarily what the customers wants.
 - (a) Customer oriented
 - (b) Entrepreneur oriented
 - (c) Sales oriented
 - (d) Market oriented
2. _____ plans are designed to achieve strategic goals.
 - (a) Technical
 - (b) Operational
 - (c) Strategic
 - (d) Short term
3. Marketers Induce cognitive dissonance through _____
 - (a) Framing
 - (b) Pleading
 - (c) Trickery
 - (d) Misdirection

4. Maximum possible sales by one company in specific territory for a given time is called _____
(a) Sales potential (b) Market potential
(c) Sales forecast (d) Sales volume
5. An attitude is _____
(a) A strong drive that leads to goal achievement
(b) An inherited influence on behavior
(c) A learned predisposition to respond in a particular way
(d) Easily changed by effective advertising
6. _____ emphasizes that profitable marketing begin with the discovery and understanding of consumer needs and develops a marketing mix to satisfy these needs.
(a) the marketing concept
(b) the strategic plan
(c) the product influences
(d) the price influences
7. The First step In the marketing research procedure is to _____
(a) gather primary data
(b) define the objective
(c) Conduct an informal investigation
(d) perform a situation analysis
8. _____ consists of gathering information from people outside the company such as middlemen, competitors and advertising agencies.
(a) Research hypothesis
(b) Test proposition
(c) Scientific method
(d) Informal investigation

9. The set of all products offered by a company is called its _____
- (a) Product breadth (b) Product mix
(c) Marketing Mix (d) Product line
10. A _____ represents a chain of businesses or intermediaries through which the final buyer purchases a good or service.
- (a) Place
(b) Price
(c) Distribution channel
(d) Production

Part B

(5 × 5 = 25)

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

11. (a) Define Marketing.
Or
(b) What is Motivation?
12. (a) What do you mean by hospitality marketing?
Or
(b) How the strategies can be converted into plans and budgets?
13. (a) Differentiate between basic research and applied research.
Or
(b) What do you mean by Guest attitude?
14. (a) Write a brief note on Sales forecasting.
Or
(b) Is it important to determine the sample size? Explain.

15. (a) What do you mean by Service Mix?

Or

(b) Writes note on public relations.

Part C

(5 × 8 = 40)

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

16. (a) What is Sales orientation? Explain the characteristics of Sales oriented business.

Or

(b) Describe the marketing orientation phase in detail.

17. (a) Explain the strategic hospitality marketing planning.

Or

(b) Explain the attitude towards planning.

18. (a) Explain various consumer behavior models.

Or

(b) Describe the factors Influencing Perception.

19. (a) Explain the various steps Involved in the Marketing Research Process.

Or

(b) Classify the Research design and explain the relevance of each.

20. (a) Elaborate the advertising and promotion strategies.

Or

(b) What is communication? Explain the different types of communication.

C-5334

Sub. Code

70537A

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Third Semester

Hospitality Management

DISASTER MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is not a Man made hazard?
 - (a) War and civil strife
 - (b) Drought
 - (c) Environmental pollution
 - (d) Leakage of toxic waste
2. The word disaster comes from _____.
 - (a) Latin word
 - (b) French word
 - (c) Greek word
 - (d) German word
3. The Bhopal tragedy happened in _____.
 - (a) 1989
 - (b) 1978
 - (c) 1975
 - (d) 1984
4. Tsunami and floods are _____ type of disasters.
 - (a) Admospheric
 - (b) Aquatic
 - (c) Terrestrial
 - (d) Man made

5. Intensity of an earthquake is measured by _____.
(a) Modified Mercalli scale
(b) Richter scale
(c) Seismograph
(d) None of the above
6. Hurricanes are common in _____.
(a) India (b) USA
(c) Pakistan (d) Australia
7. Zika virus is spread by _____.
(a) Rat (b) Mosquito
(c) Fly (d) Dog
8. Panchayat Raj system has a _____ tier structure.
(a) Three (b) Four
(c) Five (d) Six
9. Who was the chief officer of rural administration in the Vedic period?
(a) Gramini (b) Gram Rakshak
(c) Gram pati (d) Gram sabha
10. Panchayat Raj institutions came into existence under the _____ amendment act.
(a) 42nd and 43rd (b) 53rd and 54th
(c) 63rd and 64th (d) 73rd and 74th

Part B

(5 × 5 = 25)

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

11. (a) Write the difference between natural and man-made disasters.

Or

- (b) Give a brief note on Tsunami.

12. (a) What is radiation? Where does it come from?

Or

- (b) Write a note on Droughts and its causes.

13. (a) Write a note on Climate change.

Or

- (b) Give a brief note on Embankments.

14. (a) Write the role of early warning system in disaster management.

Or

- (b) Write a note on National Disaster Management Authority.

15. (a) Write any five uses of remote sensing techniques in disaster management.

Or

- (b) Write a note on Disaster Management Act.

Part C

(5 × 8 = 40)

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

16. (a) Define Earthquake. Explain the different types of Earthquakes.

Or

- (b) Describe the relationship between hazard, risk, vulnerability and capacity.

17. (a) Explain the social and environmental impacts of disasters.

Or

- (b) Explain in detail about the various effects of landslides.

18. (a) Describe the factors affecting Vulnerabilities.

Or

- (b) Explain the environmental impact of development of Dams.

19. (a) Explain the basic principles of Disaster Management.

Or

- (b) Describe the role of National and state bodies for Disaster management.

20. (a) Discuss the prevention guidelines in case of Floods and Droughts.

Or

- (b) Explain the various phases of Disaster management cycle.

C-5335

Sub. Code

70537B

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Third Semester

Hospitality Management

WASTE MANAGEMENT IN HOSPITALITY INDUSTRY

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The process of burning municipal solid wastes under suitable temperature and conditions in a specific furnace is called _____.

(a) Landfill (b) Incineration
(c) Recycling (d) Vermicomposting
2. Which of the following wastes is called the municipal solid waste (MSW)?

(a) Food wastes (b) Wood pieces
(c) Plastic cans (d) All of the above
3. Which of the following plans is used as a waste management plan?

(a) Plan for reuse
(b) The integrated plan
(c) Plan for recycling
(d) Plan for reducing

4. Regarding waste management techniques 'Palletisation' means _____.
(a) Process of adding microorganisms to consume spilled oil
(b) Processing of municipal waste to produce RDF
(c) The process of recycling organic matter under anaerobic conditions
(d) Removal of toxic layer from topsoil
5. Which of the following are not categorized as hazardous wastes?
(a) Garbage (b) Industry wastes
(c) Hospital wastes (d) Laboratory wastes
6. Which of the following is both inorganic and organic?
(a) Sewage sludge (b) Liquid crystalline
(c) Natural gas (d) Semi crystalline
7. Why is recycled paper banned for use in food containers?
(a) Because it creates a lot of spaces
(b) Because it creates contamination
(c) Because paper can be used only one time
(d) Because paper is very thick and can't cover the food containers
8. India's first e-waste clinic was inaugurated in _____.
(a) West Bengal (b) Andhra Pradesh
(c) TamilNadu (d) Madhya Pradesh
9. Leachates are _____.
(a) Persistent organic pollutants
(b) Algae found on eutrophic lakes
(c) Ozone depleting substances
(d) Contaminated liquid draining from landfills

10. The key component to zero waste is _____.
- (a) Recycling (b) Ecological footprint
- (c) Biofuel (d) Industrial ecology

Part B

(5 × 5 = 25)

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

11. (a) Explain the basic waste generation stages in a production system.

Or

- (b) Difference between waste and productivity.

12. (a) Examine the structure and functions of an ecosystem.

Or

- (b) Explain the non-structural measures for floods.

13. (a) List down the process of conducting a waste audit.

Or

- (b) Mention any three key capabilities in waste analytics.

14. (a) What is the polluter pays principle in the Stockholm Declaration?

Or

- (b) Discuss about the precautionary principle in disaster management.

15. (a) What are the stages of zero waste system?

Or

- (b) Examine the needs of waste management.

Part C

(5 × 8 = 40)

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

16. (a) Describe the categories of solid waste.

Or

- (b) What are the objectives of waste management?

17. (a) Explain the main elements of a mitigation strategy.

Or

- (b) Discuss about the role of individual in prevention of pollution.

18. (a) Discuss about the benefits of waste audit.

Or

- (b) Determine the various sources of solid waste.

19. (a) Explain the 5 R's of waste management.

Or

- (b) Describe the principles of polluter pays.

20. (a) Describe the role of individual reduction of solid waste.

Or

- (b) Explain the benefits of community-based waste management.

C-5336

Sub. Code

70538A

M.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Hospitality Management

WELLNESS TOURISM

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is not a part of Wellness tourism?
(a) Ayurveda (b) Yoga
(c) Sports/Fitness (d) Dental care
2. Domestic medical tourism is also known as _____ medical tourism.
(a) Inbound (b) Outbound
(c) Intra-bound (d) Inter
3. The first stage in the process of event management is _____
(a) Planning (b) Research
(c) Design (d) Execution
4. Which is the ancient practice that originated in India during the Indus valley civilization.
(a) Yoga (b) Unani
(c) Kalari (d) Homeopathy

5. _____ tourism is a type of tourism aims at enjoyment, amusement or pleasure are mainly for fun activities.
- (a) Heritage (b) Sports
(c) Recreational (d) Cultural
6. _____ were the first who laid the foundation for comprehensive health care systems and medical tourism networks.
- (a) Africans (b) Greeks
(c) Asians (d) North Americans
7. _____ lead the world with the highest number of wellness trips, with regard to outbound travelers.
- (a) North Americans (b) Europeans
(c) Africans (d) Indians
8. _____ tourism comprised inbound tourism and outbound tourism.
- (a) Domestic (b) International
(c) National (d) Local
9. The importance of international tourism is _____
- (a) Increase in crime
(b) Human trafficking
(c) Revenue to government
(d) Gambling
10. _____ is one of the challenges related to tourism products.
- (a) Storability (b) Separability
(c) Tangibility (d) Intangibility

Part B

(5 × 5 = 25)

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

11. (a) Write the difference between Wellness tourism and Medical tourism.

Or

- (b) Define the concept of workplace wellness.

12. (a) Write a note on Trade fair and exhibitions.

Or

- (b) Describe the difference between a primary wellness tourist and secondary wellness tourist.

13. (a) Write a note on Marketing and Packaging and of Wellness tourism.

Or

- (b) Write a note on Pleasure tourism.

14. (a) What do you mean by Outbound health tourism?

Or

- (b) List down various health tourism services.

15. (a) Give a brief note on Health Insurance.

Or

- (b) Briefly explain about global health tourism market.

Part C

(5 × 8 = 40)

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

16. (a) Explain the various types of Wellness travelers.

Or

- (b) Write a note on health tourism.

17. (a) Explain the concept of MICE.

Or

- (b) How does health tourism influence local and regional development? Explain in detail.

18. (a) Explain the regulatory laws and ethical issues of Wellness Tourism.

Or

- (b) How can we prevent the malpractices in Wellness tourism? Explain.

19. (a) Describe any five profiles of hospitals offering health tourism services.

Or

- (b) Explain the various factors affecting Wellness tourism.

20. (a) Describe the Intrabound health tourism services.

Or

- (b) Explain the medical malpractice issues related to Wellness tourism.

C-5337

Sub. Code

70538B

M.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Hospitality Management

RECENT TRENDS IN HEALTH FOODS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. This approach uses plasmolysis to dehydrate microbial cells, causing them to perish
 - (a) Heating
 - (b) Smoking
 - (c) Sugaring
 - (d) Pasteurisation
2. Which one of the following products was introduced in India by South America?
 - (a) Mango
 - (b) Fenugreek
 - (c) Coffee
 - (d) Chilli
3. The enzyme which is responsible for browning of fruit and vegetables is
 - (a) Lipo-oxidase
 - (b) Polyphenol-oxidase
 - (c) Amylase
 - (d) Protease
4. 'Undhiya' is a famous food for farmers in _____
 - (a) Rajasthan
 - (b) Gujarat
 - (c) Madhya Pradesh
 - (d) Chhattisgarh

5. A teacher has to teach grade 4 students related to 'quick snack' in her classroom. Which dish will be prepared quickly?
- (a) Egg sandwich (b) Custard
(c) Dosa (d) Bhelpuri
6. Coated meat products require _____
- (a) Breading (b) Pre-dusting
(c) Battering (d) All of the above
7. Certain bacterial are added to minced meat products. This activity is followed by dehydration. What is this activity called?
- (a) Coating (b) Freezing
(c) Curing (d) Fermentation
8. When meat is passed through a coarse grinder plate it is called
- (a) Chunking
(b) Flaking
(c) Restructured meat product
(d) Restructured meat product and Chunking
9. User profile means:
- (a) Statement on user information
(b) List of library members
(c) List of defaulter
(d) List of users
10. Fruit punches are made by mixing
- (a) 25% of total fruit juice and 65% of sugar
(b) 25% of total fruit juice and 45% of sugar
(c) 45% of total fruit juice and 25% of sugar
(d) None of the above

Section B

(5 × 5 = 25)

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

11. (a) What are the major problems in eating vegetarian food?

Or

- (b) Describe the five kinds of spices used for cooking.

12. (a) How do you ensure that your diet is nutritionally balanced?

Or

- (b) Discuss about the balanced diet and anemia.

13. (a) Which millets is known as the king of millets?

Or

- (b) Examine the most common natural Sweetener.

14. (a) Point out the advantages of cultured meat.

Or

- (b) Draw a structure of food packaging life -cycle.

15. (a) Elaborate the four primary areas of digital transformation in the food industry.

Or

- (b) List down the top companies in 3D Food Printing Market.

Section C

(5 × 8 = 40)

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

16. (a) What are the negative feelings that you feel when you choose to eat vegetarian food?

Or

- (b) Which fast food is the fastest? How long does it take to be made?

17. (a) Difference between veganism and vegetarianism.

Or

- (b) Explain the various thermal properties of water.

18. (a) Discuss about the recent trends in healthy snacks.

Or

- (b) Explain the key segments profiled in the Protein Snacks Market Survey.

19. (a) Express the challenges and contemplations of cultured meat.

Or

- (b) Explain the functions of food labelling.

20. (a) Examine the disadvantages of 3D Printed Food.

Or

- (b) What type of food would you categorize as producing the most of our garbage?

C-5340

Sub. Code

70541

M.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Hospitality Management

REVENUE MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. In revenue management, what is the primary objective of implementing dynamic pricing?
 - (a) To maximize customer satisfaction by offering fixed prices
 - (b) To adjust prices based on real-time demand and supply conditions
 - (c) To standardize prices across all customer segments
 - (d) To ensure all products are sold at the same price regardless of market conditions
2. Which of the following best defines “yield” in the context of revenue management for the hospitality industry?
 - (a) The total revenue generated from a single booking
 - (b) The percentage of occupied rooms in a hotel
 - (c) The ratio of actual revenue to potential revenue based on current pricing and occupancy
 - (d) The number of guest complaints received during a month

3. In revenue management, what is the purpose of “forecasting”?
 - (a) To predict future demand and adjust pricing accordingly
 - (b) To assess past marketing campaigns
 - (c) To analyze competitor pricing
 - (d) To calculate current occupancy rates
4. Which of the following is a key component of demand management?
 - (a) Setting fixed prices
 - (b) Adjusting inventory based on demand patterns
 - (c) Maintaining uniform pricing across all channels
 - (d) Standardizing room types
5. What is the primary function of revenue management software in the hospitality industry?
 - (a) To manage guest bookings and check-ins
 - (b) To optimize pricing and inventory based on demand and market conditions
 - (c) To handle housekeeping and maintenance tasks
 - (d) To track customer preferences and feedback
6. Which feature of revenue management software helps in forecasting future demand?
 - (a) Rate parity management
 - (b) Historical data analysis
 - (c) Customer relationship management (CRM)
 - (d) Competitive pricing analysis

7. What does “market segmentation” involve in the context of differential pricing?
- (a) Offering the same price to all customer groups
 - (b) Dividing the market into distinct segments based on different characteristics and needs
 - (c) Standardizing prices across all customer segments
 - (d) Reducing prices during peak seasons for all customers
8. How does “differential pricing” benefit businesses when applied to segmented markets?
- (a) By increasing uniformity in pricing across all segments
 - (b) By charging higher prices to segments willing to pay more, while offering discounts to price-sensitive segments
 - (c) By reducing the overall price of products or services for all customers
 - (d) By maintaining the same price for all market segments, regardless of demand
9. What is the significance of “overbooking” for a revenue manager?
- (a) To compensate for expected no-shows and cancellations, thus maximizing occupancy and revenue
 - (b) To ensure that the hotel does not accept more bookings than available rooms
 - (c) To lower the average daily rate (ADR) during slow periods
 - (d) To enhance guest satisfaction by offering more flexible booking options

10. What kind of reports might a revenue manager generate to support their role?
- (a) Daily occupancy and revenue reports
 - (b) Staff performance evaluations
 - (c) Marketing campaign effectiveness reports
 - (d) Guest satisfaction and complaint reports

Section B

(5 × 5 = 25)

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

11. (a) Explain the concept of revenue management and how it helps business optimize their income.

Or

- (b) Explain how changes in pricing strategy might affect the potential average.

12. (a) What are group room sales, and how do they differ from transient room sales?

Or

- (b) Describe the importance of transient room sales for a hotel's revenue management strategy.

13. (a) Discuss the revenue management software help a hotel improve its profitability.

Or

- (b) Explain the main purpose of CRM software in the hospitality industry.

14. (a) Describe the role of market segmentation in a company's overall marketing strategy.

Or

- (b) Discuss the role of technology in implementing and managing market segmentation strategies.
15. (a) Explain the primary responsibilities of a revenue manager in the hospitality industry.

Or

- (b) Discuss the skills and qualifications are essential for a revenue manager in the hospitality industry.

Section C

(5 × 8 = 40)

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

16. (a) Describe a scenario where the potential average might be a misleading metric for evaluating performance.

Or

- (b) Briefly explain the equivalent occupancy and required non-room revenue per guest.
17. (a) Describe the monitoring food and beverage activity important for revenue management.

Or

- (b) Explain the market segmentation purpose of overbooking control in revenue management.

18. (a) Discuss the role of analytics in revenue management software and analytics contribute to strategic decision-making.

Or

- (b) Discuss the benefits of integrating CRM software with other hotel management systems.

19. (a) Describe the four main types of market segmentation and provide an example of each.

Or

- (b) Explain how psychographic segmentation differs from demographic segmentation and provide an example of each.

20. (a) Discuss the importance of strategic thinking and decision-making in the role of a Revenue Manager.

Or

- (b) Compare and contrast the role of a Revenue Manager in a small boutique hotel versus a large international chain.

C-5341

Sub. Code

70542

M.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Hospitality Management

TOURISM IN HOSPITALITY INDUSTRY

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. Modified American plan refers to _____
 - (a) Room charges only
 - (b) Room + all meals
 - (c) Room + English B/F
 - (d) Room + Breakfast + Lunch or Dinner
2. _____ are those that are equipped for a longer stay of the guests.
 - (a) Youth hostels (b) Residential hotels
 - (c) Suite hotels (d) Business hotels
3. The bell captain report to.
 - (a) Lobby Manager
 - (b) Bell boy
 - (c) Front office cashier
 - (d) Financial controller

4. _____ refers to reserving rooms beyond the hotel room capacity.
- (a) No-show (b) Skipper
(c) Over booking (d) Under stay
5. The term Sommelier refers to _____
- (a) Wine waiter
(b) Room Service order taker
(c) Restaurant Captain
(d) F and B manager
6. The main focus of this tour Includes visiting another country to learn about the culture or to work and apply skills learned Inside the classroom In different environment,
- (a) Cultural tourism
(b) Adventure tourism
(c) Educational tourism
(d) Religious tourism
7. _____ Is defined as tourism involving travel to places historically associated with death and tragedy.
- (a) Adventure tourism
(b) Dark tourism
(c) Mass tourism
(d) Religious tourism
8. _____ is the fundamental driver of tourism industry.
- (a) Hospitality (b) Hotel
(c) Transportation (d) Culture
9. _____ tickets are tickets that allow the purchaser to travel to their destination and then back again.
- (a) First class (b) Second class
(c) Round trip (d) Business class

10. _____ hold the role of selling and administering packages to their personal clients.
- (a) Tour packages (b) Tour guides
(c) Travel operators (d) Travel agents

Section B

(5 × 5 = 25)

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

11. (a) Define Hotel. Write its functions.
- Or
- (b) What do you mean by Meal plan? Write a note on American plan.
12. (a) Briefly explain the duties and responsibilities of F and B manager.
- Or
- (b) Write the duties and responsibilities of Sous chef.
13. (a) Write the difference between Domestic and International tourism.
- Or
- (b) Briefly explain about any five types of tourists.
14. (a) What do you mean by Tourism demand. Write its characteristics.
- Or
- (b) Write the features of Domestic tourism.
15. (a) How does tourism helps in promoting international cultural relations?
- Or
- (b) Write the political dimensions of Tourism.

Section C

(5 × 8 = 40)

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

16. (a) Classify the hotels and explain all.

Or

- (b) Explain the different types of meals and meal plans followed in a star hotel.

17. (a) Draw the organizational structure of Housekeeping department and write the duties and responsibilities of all.

Or

- (b) Explain how the Front office department co-ordinates with Housekeeping department.

18. (a) Explain the historical development of Tourism in India.

Or

- (b) Explain the nature, components and characteristics of tourism.

19. (a) What do you mean by profiling of tourists? Explain its need and importance.

Or

- (b) What are travel and tourism motivators? Explain all the motivators in detail.

20. (a) Explain the positive socio-cultural impacts of tourism.

Or

- (b) State some measures to reduce the negative socio-cultural impacts of tourism.

C-5342

Sub. Code

70543

M.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Hospitality Management

HOSPITALITY TRAINING AND DEVELOPMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary rationale for implementing a training program in an organization?
 - (a) To increase employee turnover
 - (b) To improve overall employee performance and productivity
 - (c) To reduce operational costs
 - (d) To replace outdated technology
2. How does organizational culture typically impact training programs?
 - (a) It has no effect on training programs
 - (b) It dictates the training methods and content to align with the organization's values and norms
 - (c) It limits the scope of training programs to only include mandatory compliance topics
 - (d) It forces all training to be conducted externally

3. What is the primary purpose of the needs assessment process in training?
- (a) To determine the training budget
 - (b) To identify gaps between current performance and desired outcomes
 - (c) To select training materials
 - (d) To evaluate the effectiveness of past training programs
4. Which principle of learning states that learners retain information better when they are actively involved in the learning process?
- (a) Active Learning
 - (b) Passive Reception
 - (c) Experiential Learning
 - (d) The Spaced Repetition principle
5. Which condition is crucial for effective learning to occur?
- (a) Learners are passive recipients of information
 - (b) The learning environment is noisy and distracting
 - (c) Learners have clear objectives and relevant content
 - (d) Learning materials are excessively complex
6. In which stage of the learning cycle do learners apply new knowledge and reflect on their experiences?
- (a) Concrete Experience
 - (b) Reflective Observation
 - (c) Abstract Conceptualization
 - (d) Active Experimentation

7. Which approach to program design focuses on breaking down training into small, manageable units that build upon each other?
- (a) Modular Design
 - (b) Sequential Design
 - (c) Integrated Design
 - (d) Hierarchical Design
8. Which training style involves the trainer actively engaging participants through discussions, role-plays, and interactive exercises?
- (a) Lecture-Based Training
 - (b) Experiential Training
 - (c) Self-Paced Training
 - (d) Directive Training
9. Which of the following is an example of a training aid that enhances learning by providing visual representation and interactivity?
- (a) Handouts
 - (b) Whiteboard
 - (c) PowerPoint presentations
 - (d) Manuals
10. What is a potential benefit of outsourcing training to specialized providers?
- (a) Decreased flexibility in training content
 - (b) Access to the latest industry-specific expertise and resources
 - (c) Increased administrative burden
 - (d) Higher overall training costs

Section B

(5 × 5 = 25)

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

11. (a) Explain the key reasons organizations implement training programs. How does training contribute to overall organizational success?

Or

- (b) Describe the main steps involved in the training process. How does each step contribute to the effectiveness of the training program?

12. (a) Identify and describe three primary sources of data used in training needs analysis. How does each source contribute to identifying training needs?

Or

- (b) Discuss the scope of a training needs assessment.

13. (a) Describe the key outcomes organizations seek from training programs. How do these outcomes contribute to organizational success?

Or

- (b) Explain the four stages of the learning cycle according to Kolb's Experiential Learning Theory.

14. (a) Discuss three critical competencies required for effective training delivery.

Or

- (b) Discuss how strong organizational skills benefit trainers in preparing and delivering training programs.

15. (a) Describe three different training methods and explain the advantages and disadvantages of each.

Or

- (b) Describe two methods for measuring the return on investment (ROI) in human capital.

Section C

(5 × 8 = 40)

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

16. (a) Discuss the rationale for investing in employee training within an organization.

Or

- (b) Outline the key stages of the training process. How does each stage contribute to the overall success of a training program?

17. (a) Explain how each step contributes to ensuring the training is effective and aligned with organizational goals.

Or

- (b) Compare and contrast two major learning theories, such as Behaviorism and Constructivism. Give suitable example.

18. (a) How can organizations measure the outcomes of their training programs? Discuss two methods and explain their effectiveness.

Or

- (b) Explain how training programs can be designed to accommodate diverse learning needs and styles.

19. (a) Explain three key competencies required for effective training delivery.

Or

- (b) Discuss three different training styles and their effectiveness in different training contexts. Provide examples of situations where each style would be most appropriate.
20. (a) Discuss three types of training aids and their role in enhancing the effectiveness of a training program.

Or

- (b) Explain how training partnerships can benefit organizations. Discuss two examples of training partnerships and their impact on training effectiveness.
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C-5343

Sub. Code

70544A

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Fourth Semester

Hospitality Management

INTERNATIONAL TOURISM MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which is the largest continent by land area?
(a) Africa (b) North America
(c) Asia (d) Europe
2. What is the term for a deep, narrow valley with steep sides, often formed by glacial activity?
(a) Canyon (b) Basin
(c) Fjord (d) Gorge
3. What is the name of the process by which rocks are broken down into smaller particles through physical or chemical means?
(a) Erosion (b) Weathering
(c) Sedimentation (d) Lithification

4. Which type of mountain is formed primarily by tectonic forces, such as the collision of two continental plates?
- (a) Volcanic Mountain
 - (b) Fault-block Mountain
 - (c) Fold Mountain
 - (d) Residual Mountain
5. What is the famous historical site in Cambodia known for its ancient temples and was once the capital of the Khmer Empire?
- (a) Bagan
 - (b) Angkor Wat
 - (c) Borobudur
 - (d) Machu Picchu
6. Which Japanese city is renowned for its traditional wooden temples, historic geisha districts, and the Fushimi Inari Shrine with its thousands of red torii gates?
- (a) Tokyo
 - (b) Osaka
 - (c) Kyoto
 - (d) Hiroshima
7. Which city is known for its iconic Eiffel Tower and is a major tourist destination in France?
- (a) Lyon
 - (b) Marseille
 - (c) Paris
 - (d) Nice
8. Which Australian city is renowned for its Open House and Harbour Bridge, making it a top tourist destination?
- (a) Melbourne
 - (b) Brisbane
 - (c) Sydney
 - (d) Perth

9. Which city is known for its iconic Golden Gate Bridge and Alcatraz Island, and is located in California, USA?
- (a) Los Angeles (b) San Francisco
(c) San Diego (d) Seattle
10. Which famous landmark in the United Kingdom is known for its large stone circle and is located in Wiltshire, England?
- (a) Stonehenge
(b) Tower of London
(c) Buckingham Palace
(d) Big Ben

Part B

(5 × 5 = 25)

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

11. (a) Explain the role of rivers in shaping geographical landscapes.

Or

- (b) Discuss the concept of geographical regions and their significance in world geography.
12. (a) Explain the significance of the Great Indian Desert in terms of physical geography.

Or

- (b) What are its major features, and how does it impact the local climate and vegetation?

13. (a) Discuss the impact of cultural heritage on tourism in Southeast Asia.

Or

- (b) What strategies are being implemented to balance urban development with tourism sustainability?
14. (a) Describe the main attractions in Mauritius and discuss how the island nation's accessibility features contribute to its appeal as a tourist destination.

Or

- (b) Discuss the impact of improved infrastructure on tourism in Nigeria.
15. (a) Discuss the major tourist destinations in Germany and how the country's efficient public transportation system facilitates access to these attractions.

Or

- (b) Identify key attractions in the UK and analyze how advancements in infrastructure and transportation have impacted visitor accessibility.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the impact of the Andes Mountains on the drainage patterns, climate and vegetation of South America. How do these factors interact to shape the region's ecological zones?

Or

- (b) Discuss the implications for human habitation and agriculture. Analyze how the Sahara Deserts physiography.

- 17. (a) Analyze the role of the major river systems of India (Ganges, Brahmaputra, Indus) in shaping the country's physical landscape and supporting agricultural activities.

Or

- (b) Compare and contrast the physical characteristics of the Western and Eastern Ghats.

- 18. (a) Examine the major tourist attractions in India and discuss how accessibility to these sites has evolved in recent years.

Or

- (b) Discuss the unique attractions of Singapore and evaluate the impact of its accessibility features on tourism.

- 19. (a) Evaluate how the accessibility to historical and cultural sites in Egypt influences tourism, and discuss recent efforts to improve visitor access to these important locations.

Or

- (b) Discuss the impact of improved infrastructure on tourism in Nigeria, focusing on how accessibility to attractions like national parks or historical sites has evolved.

20. (a) Describe the main tourist attractions in Spain and analyze how transportation advancements have influenced accessibility to these sites.

Or

- (b) Explore the top attractions in Brazil and assess how improvements in infrastructure and transportation have impacted tourism accessibility.
-

C-5344

Sub. Code

70544B

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Fourth Semester

Hospitality Management

**DIGITAL MARKETING AND SEARCH ENGINE
OPTIMISATION**

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is the correct depiction of Digital marketing?
(a) E-mail Marketing (b) Social Media marketing
(c) Web marketing (d) All the above
2. _____ is the feature of the marketing.
(a) Needs and wants (b) Creating a market offering
(c) Customer value (d) All the above
3. The words used to convey the advertisement idea is _____.
(a) Advertisement
(b) Advertisement research
(c) Advertisement copy
(d) Advertisement media
4. What does SEM stand for in digital marketing?
(a) Search Engine Marketing
(b) Social Engagement marketing
(c) Social Engine Management
(d) Strategic Event Management

5. The main goal of facebook marketing is _____.
(a) To increase brand awareness
(b) To drive website traffic
(c) To generate leads
(d) All the above
6. AR refers to _____.
(a) Application Reality
(b) Augmented Reality
(c) Application Reference
(d) Augmented Reference
7. In mobile marketing, the full form of LBS is _____.
(a) Location based service
(b) List based service
(c) Lead based service
(d) Low based service
8. Which is the strategic marketing planning tool?
(a) A BCG matrix
(b) Market analysis
(c) Consumer analysis
(d) Business opportunity analysis
9. SEO stands for _____.
(a) Site Engine Offer
(b) Search Engine Optimisation
(c) Superior Expert Order
(d) Site Efficiency Optimisation
10. _____ model acts as intermediary between customer and business.
(a) Advertiser model (b) Portal site model
(c) Free access model (d) Virtual mall model

Part B

(5 × 5 = 25)

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

11. (a) Define Marketing. Write its Importance.
Or
(b) Write a brief note on Web Marketing.
12. (a) What do you mean by Digital advertising?
Or
(b) What is Ad rank?
13. (a) Write the concept of Facebook Marketing.
Or
(b) Write a note on
(i) Hashtag
(ii) Live status
14. (a) Define Mobile Marketing. Write its features and importance.
Or
(b) Give a brief note on QR code Marketing.
15. (a) What is plug in architecture in Wordpress.
Or
(b) Briefly explain about the Social media connectivity.

Part C

(5 × 8 = 40)

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

16. (a) Explain the various digital marketing strategies in detail.
Or
(b) Explain the various steps for Web marketing Plan.

17. (a) Explain the different types of Display advertising and various analytical tools used for Display advertising.

Or

- (b) Describe the various models of Mobile advertising and write its advantages.
18. (a) What do you mean by Social Media Marketing? List out its advantages.

Or

- (b) List out some of the popular digital marketing tools and explain its features.
19. (a) Explain the different Social media strategies used for marketing.

Or

- (b) Describe the process and advantages of Youtube advertising.
20. (a) Explain the basic rules to be followed while developing Wordpress Plugins.

Or

- (b) Write the difference between the On-site and Off-site SEO. Explain the process of SEO execution.
-