

R0587

Sub. Code

9HM5C1

B.Sc. DEGREE EXAMINATION, NOVEMBER – 2023

Fifth Semester

Catering Science and Hotel Management

ADVANCED FOOD PRODUCTION

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is Kabsa?
2. What do you mean by Shashlik?
3. Define Cantonese cuisine.
4. What is Kumis?
5. Define Pasta.
6. Name the Cheese used in pizza making.
7. What is Larder?
8. What is Cold buffet?
9. Define Panada.
10. What is Brine?

Part B

(5 × 5 = 25)

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

11. (a) What are the characteristics of Arabic cuisine?

Or

- (b) Explain the regional cooking styles of Hungary.

12. (a) Detail the meal composition of Thailand.

Or

- (b) Discuss the characteristics of Mexican cuisine.

13. (a) Analyze the various styles of Italian cuisine.

Or

- (b) Point out the various types of Noodles.

14. (a) Draw the layout of typical Larder.

Or

- (b) Bring out the duties and responsibilities of Larder staff.

15. (a) Highlight the various types of Forcemeat.

Or

- (b) What are the points to be considered while marinating foods?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Examine the popular foods in Scandinavian cuisine.
17. Explain the regional cooking styles of China.

18. Highlight the famous Italian foods.
 19. Give the essentials of Larder control.
 20. Describe the characteristics of Aspic jelly.
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9HM5C2

B.Sc. DEGREE EXAMINATION, NOVEMBER – 2023

Fifth Semester

Catering Science & Hotel Management

ADVANCED FOOD & BEVERAGE SERVICE

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define Buffet.
2. Expand the term ODC.
3. What is Menu engineering?
4. Name any two Gueridon dishes.
5. What do you mean by Vandalism?
6. Expand the term KOT.
7. Define Bin card.
8. What is Stock?
9. Define Menu.
10. What do you mean by Capital budget?

Part B

(5 × 5 = 25)

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

11. (a) List out the factors determined while calculating staff requirement for a function.

Or

- (b) What are the common table setups used in function catering?

12. (a) Bring out the special requirements used in Gueridon.

Or

- (b) Enlist the safety precautions followed in Gueridon service.

13. (a) How do you treat the physically challenged Guest?

Or

- (b) What is the procedure followed during fire accident?

14. (a) List out the responsibilities of Cellar man.

Or

- (b) Examine the equipments required in Beer storage area.

15. (a) How will you classify Budget?

Or

- (b) Elaborate the various budgetary control measures.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Broadly classify Functions.
 17. What are the points should be kept in mind while preparing food in Gueridon?
 18. Give the procedure of spillage during food service.
 19. Explain Cellar location, Temperatures and storage procedures.
 20. Analyze the importance of food and beverage control.
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R0589

Sub. Code

9HM5C3

B.Sc. DEGREE EXAMINATION, NOVEMBER – 2023

Fifth Semester

Catering Science and Hotel Management

ACCOMMODATION OPERATION

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define: Orientation.
2. Why physical fitness is required in housekeeping?
3. Define: Housekeeping.
4. Who is known as 'Estate Manager'?
5. What is called HVAC?
6. Differentiate: Reduce and Reuse
7. Who is head of housekeeping department?
8. Explain the term Induction.
9. What is called duty roster?
10. What do you mean by Fringe benefits?

Part B

(5 × 5 = 25)

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

11. (a) Write short notes on qualities required for guestroom attendants.

Or

- (b) Explain the scheduling of new employees in housekeeping.

12. (a) Describe the role of housekeeping in contract services.

Or

- (b) What do you know about the operations of facility management?

13. (a) Discuss the recent trends followed in hotel housekeeping.

Or

- (b) What are the different eco-friendly products used in hotel industry?

14. (a) Discuss the steps involved in drawing up duty rosters.

Or

- (b) Describe the vantages of internal source of recruitment.

15. (a) Write short notes on advantages of teamwork.

Or

- (b) What are the benefits and types of training in housekeeping department?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What are the factors to be considered by housekeeping department while inaugurating new property?
 17. Explain the role of housekeeping department in a Guest house.
 18. Describe the various trends followed in housekeeping in a hotel.
 19. Discuss the functions of Human Resource Management in housekeeping.
 20. Write about the steps in making a duty roaster.
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Sub. Code

9HM5C4

B.Sc. DEGREE EXAMINATION, NOVEMBER – 2023

Fifth Semester

Catering Science & Hotel Management

Allied : HOSPITALITY INDUSTRY

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **All** questions.

1. What do you mean by Downtown Hotel?
2. Name any four chain hotels in India.
3. Define Penthouse.
4. Who is a Bell boy?
5. What do you mean by Cocktail?
6. Define Buffet.
7. What is control desk?
8. Name the different types of keys used in housekeeping.
9. What is the use of guest history card?
10. Name any four forms used in front desk.

Part B

(5 × 5 = 25)

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

11. (a) Identify the advantages and disadvantages of franchise hotels.

Or

- (b) Explain the classification of hotel on the basis of location.

12. (a) List out and explain the different types of plan.

Or

- (b) Explain the various functions of a front desk in hotel.

13. (a) What are the common issues in food & Beverage management?

Or

- (b) Explain the different types of menu and their characteristics.

14. (a) List down and explain the various supplies kept in a guest room.

Or

- (b) Point out the essential qualities of housekeeping staff.

15. (a) Explain different types of reservation in hotel.

Or

- (b) Write down the different modes of reservation in hotel.

Part C

(3 × 10 = 30)

Answer any **THREE** questions.

16. Draw the organization chart of hotel and explain the duties and responsibilities of a general manager.
 17. List down and explain the different types of rooms in hotel and their features.
 18. Describe the classification of catering establishment with example.
 19. Demonstrate the standard operating procedure for cleaning a departure room.
 20. Discuss the different steps involved during the guest registration process.
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9HM5E1

B.Sc. DEGREE EXAMINATION, NOVEMBER – 2023

Fifth Semester

Catering Science & Hotel Management

Elective : HOTEL MARKETING

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **All** questions.

1. Define the term “Marketing”.
2. What do you mean by ‘Segmentation’?
3. Define the term ‘Advertising’.
4. State the components of Product Mix.
5. What are distribution channels?
6. List down the methods of pre testing in advertising.
7. Define the term “Happy Hours” in bar.
8. What is the main aim of global marketing?
9. Name any four international chain hotels.
10. Define the term “Branding”.

Part B

(5 × 5 = 25)

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

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

Or

- (b) Explain the scope and features of hotel marketing.

12. (a) Write down the four stages of Product Life Cycle.

Or

- (b) Explain the significance of promotion mix and its elements.

13. (a) List down the types of media and their advantages and disadvantages.

Or

- (b) Differentiate between pre testing and post testing in advertising.

14. (a) Bring out the advantages of social media in hotel marketing.

Or

- (b) Write down the significance of customer referrals in sales promotion.

15. (a) Explain the concept of “smart hotels” and their marketing implications.

Or

- (b) What are the latest trends in hospitality marketing in India? Discuss.

Part C

(3 × 10 = 30)

Answer any **Three** questions.

16. Discuss the different types of market segmentation and its advantages.
 17. Describe the various factors affecting pricing decisions.
 18. Illustrate the various stages in a new product development process.
 19. Describe the positive and negative aspects of sales promotion.
 20. What are the elements of the hospitality marketing mix, and why are they important in the industry?
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9HM5S1

B.Sc. DEGREE EXAMINATION, NOVEMBER – 2023

Fifth Semester

Catering Science and Hotel Management

**Elective : DESTINATION PLANNING AND
DEVELOPMENT**

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term “Destination”.
2. What are the levels of tourism planning?
3. What is Demand in Tourism?
4. Why tourism planning is necessary?
5. What are the elements of brand positioning?
6. What is the concept of destination rebranding?
7. Define Marketing Mix.
8. What is the role of developing marketing communications?
9. What are PPPs?
10. Define Rural Tourism.

Section B

(5 × 5 = 25)

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

11. (a) How to create value through Destination Branding? Explain.

Or

- (b) Write down the significance of Tourism Destination Planning.

12. (a) What are the economic considerations in tourism planning? Explain.

Or

- (b) Bring out the environmental considerations in tourism planning.

13. (a) What are the internal factors influencing the formation of destination image?

Or

- (b) What are the difficulties in Destination Branding? Explain.

14. (a) Explain the various functions of tourism distribution channels.

Or

- (b) Bring out the concept of destination competitiveness.

15. (a) Describe the strengths and weaknesses of PPPs.

Or

- (b) What are the elements of Tourism Policy? Explain.

Section C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the major elements in planning a tourism destination.
 17. Illustrate the various steps involved in tourism planning process.
 18. Why is destination branding essential for attracting tourists and fostering economic development? Discuss.
 19. What are the marketing communication tools used by the companies to reach out to the potential and existing customers? Discuss.
 20. List down the various benefits of Rural Tourism.
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