

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 $(10 \times 2 = 20)$

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

 $(5 \times 5 = 25)$

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 $(3 \times 10 = 30)$

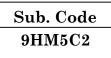
Answer any three questions.

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

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

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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 $(10 \times 2 = 20)$

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?

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.

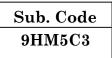
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Part C (3 × 10 = 30)

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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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 $(10 \times 2 = 20)$

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?

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?

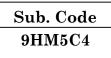
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Part C (3 × 10 = 30)

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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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 $(10 \times 2 = 20)$

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.

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.

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Part C $(3 \times 10 = 30)$

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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Sub. Code 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 $(10 \times 2 = 20)$

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".

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.

 \mathbf{Or}

- (b) Explain the significance of promotion mix and its elements.
- 13. (a) List down the types of media and their advantages and disadvantages.

 \mathbf{Or}

- (b) Differentiate between pre testing and post testing in advertising.
- 14. (a) Bring out the advantages of social media in hotel marketing.

 \mathbf{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.

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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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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 $(10 \times 2 = 20)$

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 $(5 \times 5 = 25)$

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.

 \mathbf{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.

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Section C $(3 \times 10 = 30)$

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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