

B. COM. DEGREE END SEMESTER EXAMINATION - MARCH 2019
SEMESTER – 6: COMMERCE (OPTIONAL COURSE FOR TRAVEL & TOURISM)
COURSE: 15U6OPCTT4: HOSPITALITY MANAGEMENT

(Common For Regular - 2016 Admission / Supplementary-Improvement 2015 admissions)

Time: Three Hours

Max. Marks: 75

SECTION A

Answer **all** questions in not more than 5 sentences. Each question carries **2** marks

1. Define Motel?
2. What is pent house?
3. Expand MAP.
4. What do you mean by suite room?
5. What is Casino hotel?
6. What do you mean by eco-friendly accommodation?
7. What do you mean by purchase department of a hotel?
8. Write a note on “Athithi Devo Bhavah” Campaign.
9. List out any two heritage hotels in India.
10. How will you differentiate table d’hote and A’ La Carte menu? (2 x 10 = 20)

SECTION B

Answer **any Five** questions in not more than 2 pages. Each carries **5** marks

11. Briefly explain the guest cycle.
12. Write a short essay on hospitality culture.
13. Explain the functions of F & B department.
14. Discuss the effect of seasonality in hotel industry.
15. “Housekeeping department ensures the quality of hotel” Elucidate.
16. Explain the importance of training in hospitality industry.
17. Discuss the important pricing strategies used in hotel industry. (5 x 5 = 25)

SECTION C

Answer **any Three** questions in not more than 5 pages. Each question carries **10** marks

18. “Front office is considered to be the backbone of a hotel” –Justify.
19. Discuss the evolution of accommodation industry.
20. Explain the important types of hotel ownerships.
21. Explain the major domestic and international hotel chains in India.
22. Write an essay on star classification of hotels. (10 x 3 = 30)