

Reg. No

Name

23U679

B. COM DEGREE END SEMESTER EXAMINATION : MARCH 2023

SEMESTER 6 : TRAVEL AND TOURISM

COURSE : 19U6OPCTT4 : HOSPITALITY MANAGEMENT

(For Regular - 2020 Admission and Supplementary - 2019/2018/2017/2016/2015 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer any 10 (2 marks each)

1. What is Khans?
2. What is the significance of two way communication in hospitality industry?
3. What do you mean by Carte du jour?
4. What is tariff card?
5. What do you mean by No Show?
6. Describe package pricing.
7. Describe Casino hotels.
8. What do you mean by Condominium?
9. Describe Guest-room Innovations.
10. What do you mean by overlapping brands?
11. Describe Trivago Hotel price Index.
12. What is the use of Room Status Codes in hotels?

(2 x 10 = 20)

PART B

Answer any 5 (5 marks each)

13. What are the objectives of Hotel Standards and Rates Structure Committee constituted in 1956 by the Government of India? Describe.
14. Explain the key positions in a kitchen / F&B production department.
15. Discuss the role of Security department, Engineering and Maintenance department and HR department in a hotel.
16. Write a short note on the following:- a) Indian hotel Company and b)The ITDC group of Hotels
17. How one can improve the revenue of hotel business? Suggest some marketing tips.
18. Describe the following:- a) Ice hotels, b) cave hotels, c) resort and d) rotel.
19. What do you mean by training? Explain the benefits of training for organisations/ management.
20. What are the skills needed for a person to be successful in a hospitality industry? Explain.

(5 x 5 = 25)

PART C

Answer any 3 (10 marks each)

21. Explain the world history of accommodation.
22. Front office is known as the mirror of the hotel. Why? Substantiate your answer in detail.
23. Explain the following in detail:- a) types of hotels based on location and b) International Hotel chains.

24. Explain the following in detail:- a) Economic issues faced by hospitality industry and b) induction training.
25. Explain the recent trends in hospitality industry in detail.

(10 x 3 = 30)