

B.COM DEGREE END SEMESTER EXAMINATION - MARCH 2024**SEMESTER 6 - TRAVEL AND TOURISM****COURSE : 19U6OPCTT4 - HOSPITALITY MANAGEMENT***(For Regular 2021 Admission and Supplementary 2020/2019/2018/2017/2016/2015 Admissions)*

Time : Three Hours

Max. Marks: 75

PART A**Answer any 10 (2 marks each)**

1. List down the components of hospitality industry.
2. What do you mean by overlapping brands?
3. Describe Forest hotels.
4. What do you mean by sleeper?
5. What do you mean by Cafeteria?
6. What is ECOTEL certification?
7. In which place the concept of "hotel garni" was introduced? Who invented the first modern commercial hotel in 1908?
8. Describe group rate.
9. What do you mean by Semi-residential hotels?
10. What do you mean by Sustainable Development Calls for Green Hospitality?
11. Expand OC, OD, VC and VD in terms of hotel terminology.
12. Describe Referral associations.

(2 x 10 = 20)**PART B****Answer any 5 (5 marks each)**

13. Compare primary and secondary accommodation units with suitable examples.
14. Which are the operational departments in a hotel? State the importance of it.
15. Explain the key positions in a kitchen / F&B production department.
16. State the relevance of training to employees in a hotel.
17. What are the skills needed for a person to be successful in a hospitality industry? Explain.
18. What do you mean by heritage hotels? Explain the types with suitable examples.
19. Briefly explain the significance of the following in hospitality industry:- a) cultural diversity b) two way communication c) seasonality d) relationship building.
20. How one can improve the revenue of hotel business? Suggest some marketing strategies to improve the revenue in hotel business.

(5 x 5 = 25)**PART C****Answer any 3 (10 marks each)**

21. Analyse the effect of seasonality in hospitality business. Also explain the major challenges faced by Indian hospitality Industry.
22. Explain the recent trends in hospitality industry.
23. Explain the following in detail:- a) secondary accommodation units and b) pricing mix strategies.
24. Explain the following in detail:-a) uniformed services in a hotel and b) types of room rates.
25. Explain the following in detail:- a) marketing and technological issues faced by hospitality industry and b) importance of training.

(10 x 3 = 30)