

B.COM. DEGREE END SEMESTER EXAMINATION - MARCH 2025
SEMESTER 6 : COMMERCE (OPTIONAL COURSE FOR TRAVEL AND TOURISM)
COURSE : 19U60PCTT4 : HOSPITALITY MANAGEMENT

(For Regular 2022 Admission and Supplementary 2021/2020/2019/2018/2017/2016/2015 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer any 10 (2 marks each)

1. What do you mean by ecotels?
2. State the difference between domestic and international hotel chains.
3. What do you mean by Hospitality?
4. Stress the importance of training in hotels.
5. List out the supporting services under: purchase, storage and sale.
6. What is Eco-friendly accommodation? Give an example.
7. What do you mean by revenue centered departments in a hotel? Give one example.
8. How can hotels adapt to seasonal fluctuations in demand?
9. Is hospitality industry a labour intensive industry?
10. What do you mean by suburban hotels?
11. What do you mean by Front-of-the-House and Back-of-the-House Departments in a hotel?
12. What is digital marketing strategy?

(2 x 10 = 20)

PART B

Answer any 5 (5 marks each)

13. Write the process for registration of hotels.
14. State the advantages of chain group of hotels. Also explain the major hotel chains in India.
15. Compare and contrast fiscal and non-fiscal incentives provided to the hospitality sector.
16. What are the different F&B services in a hotel? Explain.
17. Briefly explain the significance of the following in hospitality industry:- cultural diversity, perishability and inseparability.
18. What do you mean by heritage hotels? Give two example and also explain the types.
19. Briefly explain the nature, dimensions, and challenges of housekeeping functions in hotels.
20. How has the COVID-19 pandemic reshaped the hospitality industry? briefly explain the recovery strategies.

(5 x 5 = 25)

PART C

Answer any 3 (10 marks each)

21. Managing hotels is unique and is different from managing other service industries. Explain the differences and challenges faced.
22. Discuss some emerging trends in hotel accommodation and public relation.
23. Analyse the effect of seasonality in hospitality business. Also explain the major challenges faced by Indian hospitality Industry.
24. Discuss the Impact of technological developments in hospitality industry.
25. Front office is known as the mirror of the hotel. Why? Substantiate your answer in detail.

(10 x 3 = 30)