

BUSINESS COMMUNICATION

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 5 = 25 marks)

Answer any FIVE questions.

1. Explain the term 'communication'.
2. What is meant by 'listening situations'?
3. What is meant by 'pre writing' in business communication?
4. Discuss the style of the business report.
5. What is meant by non-verbal communication?
6. What is meant by presentation?
7. Mention the disadvantages of internet.

SECTION B — (5 × 15 = 75 marks)

Answer any FIVE questions.

8. Mention the uses of communication in business.
9. Explain the two sides of an effective and oral communication.

10. Explain the term 'Specific writing' and its application in business.

11. Explain the do's and don'ts in oral communication.

12. List out the uses of memo.

13. Write an essay on "Employment Communication".

14. Describe the structure and form of e-mails.

FRONT OFFICE MANAGEMENT

(For those who joined in July 2013 and after)

Time : Three hours Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

1. What are heritage hotels? mention their salient features.
2. What is tariff? Write notes in different types of tariff.
3. Mention the importance of concierge services in luxury hotels.
 - (a) check-in
 - (b) cabana
 - (c) duplex
 - (d) paging
 - (e) no-show
4. What do you mean by the following terms?

5. What is over booking? How do you handle the same?
6. What are the procedures followed while accepting payments by foreign currency?
7. What is personal selling? mention its importance to a hotel receptionist.
13. What is night auditing? Explain its importance in front office operations.
14. Write notes on:
- (a) Classification of hotels based on length of stay. (5)
 - (b) Types of room and meal plans. (5)
 - (c) Handling of guest mails. (5)

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions.

8. Classify hotels based on location factor and explain their salient features.
9. Give a detailed account on equipments found in front office.
10. Explain the need for front office to co-ordinate with other departments of a hotel.
11. What is lobby? Explain its importance.
12. Draw a neat proforma of room reservation form. How do you process request for room reservation over telephone?

 ACCOMMODATION MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

1. Write the role of Housekeeping in Hospitality operations.
2. Explain the importance of linen storage.
3. Define the budgeting in Housekeeping department.
4. Explain about Job specification of a Executive Housekeeper.
5. What is Skill Training?
6. State the different types of lighting and explain.
7. How will you maintain the guest room furniture?

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions.

8. Draw the layout of a Housekeeping department.
9. How will you classify linen items and what are its sizes?
10. Why is training important for Housekeeping staffs?
11. How will you handle Guest Laundry? Explain.
12. Explain the process involved in selection of Housekeeping staffs.
13. Classify the "Cleaning Equipment" and explain each one of them.
14. Explain the significance of Housekeeping.

HOSPITALITY MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE of the following questions.

All questions carry equal marks.

1. Explain the term exchange functions with example.
2. Justify the importance of hospitality marketing.
3. What do you understand about CRM? Explain.
4. What is the service GAP concept?
5. Write a short note on fitness centres.
6. What is formal communications?
7. Explain the terms :
 - (a) Demand
 - (b) Non-peak periods.

PART B — (5 × 15 = 75 marks)

Answer any FIVE of the following questions.

All questions carry equal marks.

8. What are the differences between the following terms?
 - (a) Market and marketing
 - (b) Marketing and selling.
9. What are the key factors of selecting the conference, site, hotel, date and time?
10. Write a short note on the following :
 - (a) Stress reduction centres
 - (b) Exhibition
 - (c) Travel desk.
11. What are the factors influencing Purchase Behaviour? (Motivational factors)
12. How are the customers are classified? Explain the customer delight approach.
13. What do you mean by individual (or) psychological factors? Explain with examples.
14. What are the objectives of advertising and promotion? Explain the difference between advertising and promotion.

EVENT MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

1. What are the needs and objectives in event management?
2. Explain what do you mean by creativity and implications of events.
3. Elucidate the importance of blue print of function area.
4. Explain Leadership management.
5. Explain the various measuring tools for feedback management.
6. Clarify the importance of speaking skills and team spirit for a event management professional.
7. Explain how will you plan a leisure event.

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions.

8. Discuss the organization structure, of event management.
9. Explain in detail about the functions of a multifaceted event management.
10. Explain the various factors affecting event management.
11. Give an account of backstage management and its importance.
12. Write in detail about brand management and its characteristics.
13. What are the basic qualities of a event management person?
14. Write detailed notes on sports planning.

FOOD PRODUCTION

(For those who joined in July 2013-14 onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

1. Write down the aims and objectives of cooking.
2. Write an introduction to nouvelle cuisine.
3. Explain the specialities of catering industry.
4. Write brief note on each of the following :
 - (a) Stewing
 - (b) Blanching
 - (c) Sauteing.
5. List out the characteristics of foundation ingredients.
6. Explain the importance of personal hygiene.
7. Give any five techniques of food handling.

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions.

8. Describe the development of culinary arts from the middle ages to present stage.
9. Elucidate the principles of balanced and healthy diet.
10. Illustrate the basic preparation methods of ingredients.
11. Write a detailed essay on the topic of "Cereals and their usage in Indian cookery".
12. Enumerate role and usage of eggs in cookery.
13. Discuss the methods of weighing and measuring. Write down their need and importance in hotel operations.
14. Evaluate the role and functions of HACCP practices in hospitality industry.

FOOD AND BEVERAGE SERVICE

(For those who joined in July 2013–2014 onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

1. Explain the need and importance of Food and Beverage department.
2. Write brief note on each of the following :
 - (a) Grill room
 - (b) Night club
 - (c) Banquet
3. Name any five special equipments used in F & B service and give their usage.
4. List out the duties of Restaurant Manager.
5. Explain the nature and characteristics of buffet service.
6. Write down the specialties of single point service.
7. Write any five F & B terminology and give their definitions.

Answer any FIVE questions.

8. Discuss the types of catering establishments.
9. Describe the criteria of selection and conditions for usage of F & B service equipments.
10. Explain each of the following with suitable examples :
 - (a) Chinaware
 - (b) Linen
 - (c) Silverware
 - (d) Disposables
 - (e) Glassware
11. Write in detail about the job description of F & B Manager.
12. Evaluate the significance of interdepartmental relationship of F & B service department with others.
13. Elucidate the different types of F & B service methods.
14. Illustrate the specialized service methods followed in Hotel industry.

FOOD AND BEVERAGE MANAGEMENT

(For those who joined in July 2013-14 onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

1. Enlist the objectives of F and B control.
2. Write brief note on each of the following :
 - (a) Cost
 - (b) Volume.
3. Write down the importance of food issuing control.
4. Give any five examples for frauds in F and B control and give their impacts.
5. Explain the types of menu.
6. Write a brief note on menu fatigue.
7. What are the characteristics of institutional catering? List out.

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions.

8. Describe the problems found in F and B control.
9. Elucidate the classification of cost.
10. Explain the following :
 - (a) Standard field
 - (b) Standard recipes
 - (c) Standard portion sizes.
11. Enumerate the preparing and selling stages of F and B control.
12. Suggest ideas to promote the business of hotel by making menu as a in house marketing tool.
13. Write an essay on the topic of "concepts of material management".
14. Discuss the basic policies of control and performance measurement on F and B operations.

 FACILITY MANAGEMENT

(For those who joined in July 2013-14 onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

1. Differentiate between the cost of development and cost of operation. Give suitable examples.
2. Write down the importance of layout in facility planning.
3. What is the need of waste water systems? Explain.
4. Write a brief note on HVAC system in guest room.
5. Explain the functions of the following in electrical systems :
 - (a) Fuses
 - (b) Circuit breakers.
 - (c) Distribution panels.

6. What are the prints to be considered while cleaning the electrical fixtures?

7. Differentiate between natural lighting and artificial lighting.

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions.

8. Analyse the functions of facility management in hospitality industry.
9. Discuss the methods and types of construction used in hotels.
10. Evaluate the contributions of water conservation systems in saving the natural resources.
11. Describe the factors influencing the building comfort.
12. Illustrate the classification of lighting systems.
13. Enumerate the role of securing systems in hospitality industry.
14. Elucidate the types of fuels: