

M.B.A. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT AND CATERING
SCIENCE
IT SKILLS: E-COMMERCE (PRACTICAL)

Duration : 3 Hours

Maximum : 60 marks

Part - A (6 x 3 = 18)

Answer ALL Questions

1. What is E-mail ? Write its advantages.
2. Define the terms:
i. Internet ii. Intranet iii. Extranet
3. Write an example for nested query.
4. What is EDIFACT message ?
5. What is meant by authentication ?
6. What is the purpose of Article Numbering ?

Part - B (4 x 8 = 32)

Answer any FOUR Questions

7. Describe the role of communication media in E-commerce.

8. Describe B2B E-commerce.
9. Explain data relationships in network model.
10. How EDI is employed for procurement and payment ? Explain.
11. How secured messaging is ensured ? Explain protocols involved.
12. Describe BAN system.

Part - C

(1 x 10 = 10)

Compulsory

13. Explain security solutions for E-commerce environment.

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M.B.A. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT AND CATERING SCIENCE
ORGANIZATIONAL BEHAVIOUR

Duration: 3 Hours

Maximum: 60 Marks

Part - A

(6 x 3 = 18)

Answer ALL Questions

1. What do you understand by Organizational Behaviour?
2. What are the determinants of personality?
3. Differentiate Attitude from values.
4. What is learning?
5. What is organizational culture?
6. What are the significance of organizational climate?

Part - B

(4 x 8 = 32)

Answer any FOUR Questions

7. Discuss in detail the different approaches to OB.
8. Explain the factors that contribute for Group Cohesiveness.
9. What are the methods used to reduce Barriers in Organizational Communication?
10. Explain the sources and consequences of stress.
11. Discuss in detail about any two interventions of Organizational Development.
12. Explain the different types of power.

Part - C

(1 x 10 = 10)

Compulsory

13. Pleasant International Pvt. Ltd. is a leading player in Hotel Industry. They have chain of Hotels in all the metro's of India and are categorized as 5 star Hotels. Mr.Gupta is the Managing Director managing around 1000 employees of various

cadres in his Hotel. Mr. Gupta had found a serious problem among employees i.e. lack of motivation even though the salary and perks provided are on par with other Hotels. Mr. Gupta feels that it will affect his total Business. He appoints you as a consultant to devise a plan to motivate his employees.

How will you devise a plan?

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M.B.A. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT & CATERING SCIENCE
Financial and Management Accounting

Duration : 3 Hours

Maximum : 60 marks

PART - A (6 x 3 = 18)

Answer **ALL** Questions

1. What are the uses of Financial and management Accounting
2. What are subsidiary books ? List out.
3. Discuss the different tools of financial statement analysis.
4. Explain the uses and limitations of Funds flow statement.
5. Define Budget. What are its classification ?
6. Explain the importance of capital Budgeting system.

Answer Any **FOUR** Questions

7. Define Accounting. Distinguish between Financial accounting and Management Accounting.
8. How to make effective use of ratio analysis ? Discuss the uses and limitations of ratio analysis.
9. From the following particulars, prepare a Balance sheet as at 31st Dec. 2007.

	Rs.		Rs.
capital	75000	Loan to 'Balu	7500
Buildings	82500	Investments	4500
Furnitures	3750	Cash in hand	300
B/R	5250	Cash at Bank	5250
Debtors	30000	Drawings	4500
B / P	3750	Net profit	58350
Creditors	23700	Stock	10500
Machinery	6750	Good will	5000
Outstanding expenses	5000		

10. From the following Balance sheet as on 31st Dec. 98 and 31st Dec. 99. You are required to prepare a schedule of changes in the working capital and a Funds flow statement.

BALANCE SHEET

	As on 31st Dec			As on 31st Dec	
Liabilities	1998	1999	Assets	1998	1999
Share capital	100000	150000	Fixed		
			Assets	100000	200000
P & L	40000	60000	Current		
Provision			Assets	130000	145000
for tax	20000	30000			
Proposed					
Dividend	10000	15000			
Sundry Crs	40000	60000			
O/S Expenses	20000	30000			
	230000	345000		230000	345000

Additional Information :

1. Tax paid during 1999 Rs. 25,000
2. Dividend paid during 1999 Rs. 10000

11. The expenses for budgeted production of 10,000 units in a factory are furnished below:

	Per unit
Material	Rs. 70
Labour	Rs. 25
Variable overheads	Rs. 20
Fixed overheads (Rs.1,00,000)	Rs. 10
Variable Expenses (Direct)	Rs. 5
Selling Expenses (10 % Fixed)	Rs. 13
Distribution Expenses (20 % Fixed)	Rs. 7
Administration Expenses (Rs.50000)	Rs. 5
(Fixed)	

Rs. 155

Prepare a budget for production of 8000 units and indicate cost per unit.

12. From the following data relating to the asset side of the Balance Sheet of Femi Ltd for the period 31st Dec 2005 to 31st Dec. 2008, you are required to calculate the trend percentages taking 2005 as the base year (Rupees in thousands)

Assets	As on 31st December			
	2005	2006	2007	2008
Cash	100	120	80	140
Debtors	200	250	325	400
Stock in trade	300	400	350	500
Other current Assets	50	75	125	150
Land	400	500	500	500
Buildings	800	1000	1200	1500
Plant	1000	1000	1200	1500
	<u>2850</u>	<u>3345</u>	<u>3780</u>	<u>4690</u>

PART - C

(10 Marks)

COMPULSORY

13. From the following information calculate the NPV of the two projects and suggest which of the two projects should be accepted assuring a discount rate of 10 %.

	Project ' M '	Project ' N '
Initial Investment	Rs.20,000	Rs.30,000
Estimated Life	5 Years	5 Years
Scrap Value	Rs.1000	Rs. 2000

The profits before Depreciation and after taxes (Cash flows) are as follows.

Year	Project ' M '	Project ' N '
1	5,000	20,000
2	10,000	10,000
3	10,000	5,000
4	3,000	3,000
5	2,000	2,000

PV factors @ 10 % are : 1st yr – 0.909 . 2nd yr – 0.826 ,
3rd yr – 0.751 , 4th yr – 0.683 , 5th yr – 0.621

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M.B.A. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT AND CATERING SCIENCE
ECONOMICS OF TOURISM

Duration: 3 Hours

Maximum: 60 Marks

Part - A

(6 x 3 = 18)

Answer ALL Questions

1. What are the features of Tourism ?
2. Write a note on "Third World" Tourism.
3. What steps can be taken to promote Domestic Tourism ?
4. Does Tourism lead to regional development ?
5. Write a note on Chibs Study.
6. What is the focus of CTD study of Calcutta-Digha ?

Part - B

(4 x 8 =32)

Answer any FOUR Questions

7. List and explain the major components of Tourist Demand.
8. What are the factors responsible for the growth of International Tourism ?
9. What are the effects of Domestic Tourism ? Explain.
10. Write a note on the different approaches towards estimating multiplier effect.
11. Trace out the growth of tourism in India under the five year plans.
12. Explain the economic impact of Tourism Development.

Part - C

(1 x 10 = 10)

Compulsory - Case Study

13. Draw out a plan for promoting India as a favourite International Tourist destination.

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M.B.A. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT AND CATERING SCIENCE
HOTEL FACILITY MANAGEMENT

Duration: 3 Hours

Maximum: 60 Marks

Part - A

(6 x 3 = 18)

Answer ALL Questions

1. Define Hotel Facility Management ?
2. What do you mean by Facility Layout ?
3. Define Facility Design ?
4. What are importance of lobby in Facilities Management ?
5. What do you mean by office space ?
6. What do you mean by Renovation ?

Part - B

(4 x 8 =32)

Answer any FOUR Questions

7. State the importance of Facility Management and its role in hotels ?
8. Elaborately explain in detail about various Facility Layout in hotels.
9. Explain in detail about Facility Design and explain its various criteria.
10. Explain the design of the kitchen and dining room ?
11. Elaborately explain the role of project planning team in Hotel Facility Management ?
12. Explain elaborately the Renovation process ?

Part - C

(1 x 10 = 10)

Compulsory

13. The Grand Taj Hotel was attacked by terrorist. Most of the rooms and public spaces were damaged and burnt. The hotel needs to be renovated. As a Facility Manager, list the renovaton process you will make for the hotel and its method and dura-tion of renovation process ?

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M.B.A. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT AND CATERING SCIENCE
ECOLOGICAL & ENVIRONMENTAL
ASPECTS OF TOURISM

Duration: 3 Hours

Maximum: 60 Marks

Part - A

(6 x 3 = 18)

Answer ALL Questions

1. Write short notes on the following terms:
 - a. Ecology
 - b. Environment
 - c. Eco system

2. What is soil erosion ? What measures can be taken to control soil erosion ?

3. What are the socio-economic impacts on tourism ?

4. Give a brief account about eco-tourism policy of Tamil Nadu.

5. What measures can be taken to preserve Flora and Fauna?

6. Explain in detail about International Eco Tourism (IYE).

Part - B

(4 x 8 =32)

Answer any FOUR Questions

7. Explain in brief:

- a. Water sports
- b. Angling tourism
- c. Heritage tourism
- d. Adventure tourism
- e. Form tourism

8. What is air pollution ? Describe its causes, effects and its impacts.

9. What are the constraints for promoting eco-tourism ?

10. Differentiate and explain

- a. Natural Hazards
- b. Man made Hazards

11. Describe the benefits of eco-tourism.

12. Give a brief account on development of “Global Eco-tourism”.

Compulsory

13. What are the novel measures to be taken for controlling different types of pollutions ?

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M.B.A. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT AND CATERING SCIENCE
IT SKILLS: OFFICE AUTOMATION
(PRACTICAL)

Duration: 3 Hours

Maximum: 60 Marks

Part - A

(6 x 3 = 18)

Answer ALL Questions

1. Write mouse / keyboard operations to do the following in Word:
 - i. Select a word
 - ii. Select a paragraph
 - iii. Select entire document
2. Name any three charts supported in Excel. Draw a sample for each of them.
3. Name any three slide layout and write their purpose.
4. Outline the important features of payroll module of accounting information system.

5. Bring out the salient features of Integrated Food Service Software.
6. Write a note on POS terminals.

Part - B

(4 x 8 =32)

Answer any FOUR Questions

7. Explain in detail about editing and formatting text in Word.
8. Describe different parts of Excel worksheet and write formulas for credit and debit.
9. Write steps to create a slide show for facilities in a hotel.
10. Describe the features of hospitality accounting application.
11. Explain the features of front office application.
12. Explain the features, merits and demerits of computerised restaurant management system.

Part - C

(1 x 10 = 10)

Compulsory

Write an essay on:

13. The role of guest services and guest operated devices in hotel management.

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M.B.A. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT AND CATERING SCIENCE
RESEARCH METHODS IN HOSPITALITY
INDUSTRY

Duration: 3 Hours

Maximum: 60 Marks

Part - A

(6 x 3 = 18)

Answer ALL Questions

1. What are the characteristics of usable hypothesis ?
2. Write a note on primary data.
3. List out the steps of scientific research.
4. Write a note on the presentation of research reports.
5. What is 'Co-joint' Analysis ?
6. Write a note on 'Discriminate Analysis' .

Part - B

(4 x 8 =32)

Answer any FOUR Questions

7. Explain in detail the merits and demerits of
 - i. Survey method
 - ii. Questionnaire method
8. Explain 'Chi-square Test' as a test of independence and test of goodness of fit.
9. Illustrate the different graphs that can be used in the preparation of a research report.
10. What are the qualities of a good research study.
11. How are scales constructed in conducting research ? Explain.
12. What are the steps involved in research design ?

Part - C

(1 x 10 = 10)

Compulsory

13. Design a research for a study titled 'A study on Manpower Planning for a 3-star resort based in a Hill Station'.

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M.B.A. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT AND CATERING SCIENCE
HUMAN RESOURCES MANAGEMENT IN
HOSPITALITY INDUSTRY

Duration: 3 Hours

Maximum: 60 Marks

Part - A

(6 x 3 = 18)

Answer ALL Questions

1. Distinguish job design and job specification.
2. Explain the forms of separation.
3. Give the structure of HR function in a mid size organisation.
4. What are industrial disputes ?
5. Explain the need for accident prevention in hospitality industry.
6. What are incentives ?

Part - B

(4 x 8 =32)

Answer any FOUR Questions

7. Explain the HR functions as to maintenance and integration.
8. How is employee compensation done in hospitality industry ?
9. Bring out the changing role of HR division.
10. Explain the forms of training for executives in hotel industry.
11. Present the scope and significance of personnel policy.
12. What is the need for workers' participation in management?

Part - C

(1 x 10 = 10)

Compulsory

CASE STUDY:

13. In organisation A, there is no grievance redress

cell, while organisation B has one surprisingly, there are no grievances in A, while B has so many. How do you account for the seeming paradox ?

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M.B.A. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT & CATERING SCIENCE
ADVANCED FOOD PRODUCTION
& PATISSERIE

Duration : 3 Hours

Maximum : 60 marks

Part - A

(6 x 3 = 18)

Answer ALL Questions

1. Name five Pasta dishes and give the recipe for any one.
2. List three french sauces and name one dish which involves the use of sauce mornay.
3. What is blood pudding ?
4. Classify sandwich and write short notes on Open club or Scandinavian sandwich.
5. Highlight the importance of standard purchase specification and how does it differ with regard to standard yield and methodology of preparation ?
6. What are the duties and responsibilities of a kitchen superior ?

Part - B

(4 x 8 = 32)

Answer any FOUR Questions

7. Write down the importance and functions of a Garde Manager.
8. Enumerate on the wagon wheel of food costing.
9. Explain in detail the elements of kitchen superiors.
10. How does HACCP govern the sanitation modalities and work hygiene in a kitchen ?
11. Give the recipe for Baba au Rhum and Bavarian Blue.
12. Enumerate on the process of fermentation. List 5 short crust pastries.

Part - C

(1 x 10 = 10)

Compulsory

13. Suggest measures to improve on:
 - a. Personal Hygiene
 - b. Environmental Hygiene
 - c. Food Hygiene

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M.B.A. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT AND CATERING
SCIENCE
ADVANCED FOOD AND BEVERAGE SERVICE

Duration : 3 Hours

Maximum : 60 marks

Part - A

(6 x 3 = 18)

Answer ALL Questions

1. Write short notes on “Distribution System”.
2. What do you understand by the term “The Optimal Suppliers” ?
3. Write short notes on “security in purchasing system”
4. Point out the selection procedures of “Lamb”.
5. Write short notes on “Non alcoholic Beverages”.
6. What do you mean by “Food Costing” ?

Part - B

(4 x 8 = 32)

Answer any FOUR Questions

7. Explain - Functions and organisation of “purchase department”
8. List out the selection and procurement procedures of fish, egg and chicken.
9. Explain the service procedures of “Brandy and Wine” with examples.
10. What is par stock ? Explain ABC - analyse in detail.
11. Explain - Beverage cost reconciliation.
12. Describe in detail the “Typical receiving and Storage procedures”.

Part - C

(1 x 10 = 10)

Compulsory

13. Mr. Ram is planning to start a ‘Multicuisine Restaurant’ in Bangalore. As this Business is new to him, advise him on selection and purchase techniques of furniture, restaurant equipments and fresh produce.

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M.B.A. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT AND CATERING
SCIENCE
ADVANCED ACCOMMODATION OPERATIONS

Duration : 3 Hours

Maximum : 60 marks

Part - A

(6 x 3 = 18)

Answer ALL Questions

1. What do you mean by inventory ?
2. Explain formal purchase procedure.
3. Write short note on fabricated wall covering.
4. How or on what basis do you select a contractor ?
5. What do you mean by cross training and give its advantages.
6. Write a short note on waste disposal

Part - B

(4 x 8 = 32)

Answer any FOUR Questions

7. You are an executive housekeeper of a 3 star hotel. Explain and plan a job specification for a floor supervisor.

8. Write short note on budget process.
9. What are the five predicated considerations to select materials for wall and ceilings ?
10. What are the methods of pricing a contract ? Explain
11. Write about material budget.
12. Discuss about the security in housekeeping department.

Part - C

(1 x 10 = 10)

Compulsory

Case Study

13. You have been appointed as an executive housekeeper by a hotel to open shortly. You are required to prepare a staff structure for your department in terms of the number of employees, levels of hierarchy reporting relationships etc.

Explain your plan (please assume necessary data - example - no of rooms, location etc.)

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**M.B.A. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT & CATERING SCIENCE
ADVANCED FRONT OFFICE OPERATIONS**

Duration : 3 Hours

Maximum : 60 marks

Part - A

(6 x 3 = 18)

Answer ALL Questions

1. What are some common tele communication equipments used in hotels ?
2. What are the three main types of requests guests make at the front desk ?
3. What steps can front office employees take to control under stays and unwanted over stays ?
4. Write a short note on:
 - i. Operating Ratio
 - ii. Occupancy Ratio
5. What is the goal of yield management ?
6. What are the two basic purposes of the front office audit ?

Part - B

(4 x 8 = 32)

Answer any FOUR Questions

7. What activities are involved in the four stages of the traditional guest cycle ?
8. How are communication between the front office and the maintenance division handled ?
9. How do the seven functions of management fit into the overall management process ?
10. What occupancy ratio are commonly used by the front office ? What is the significance of occupancy ratio ?
11. What is the hurdle rate ? How is it used in revenue management ? What availability strategies are there to work with yield management ?
12. What are the differences between an automated front office system update and the traditional front office audit ?

Part - C

(1 x 10 = 10)

Compulsory

13. Why is Hubbart Formula considered as bottom-up approach ? Explain in detail the eight steps involved in the approach.

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M.B.A. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT AND CATERING SCIENCE
FINANCIAL MANAGEMENT

Duration : 3 Hours

Maximum : 60 marks

Part - A

(6 × 3 = 18)

Answer ALL Questions

1. What are the objectives of financial management ?
2. What are the features of preference shares ?
3. What are the problems of inadequate working capital ?
4. What is capital expenditure ? Give an example.
5. What is weighted average cost of capital ?
6. Explain the importance of inventory management ?

Part - B

(4 × 8 = 32)

Answer any FOUR Questions

7. As a financial manager of a company, how would you reconcile between financial goals and social objectives of the concern ?

8. What are the relevant factors, necessary to be kept in mind by a corporate financial controller in recommending the issue of
 - i. Bonus Shares and ii. Cumulative convertible preference shares.

9. Discuss the factors which enter into designing an ideal capital structure of a company.

10. Compute the weighted cost of capital from the following information:

	Rs. in lacs	Before tax cost %
Equity Capital	3	15
Preference Shares	2	13.5
Retained earnings	2	15
Debentures	3	15
	10	

11. A group of new customers with 10% risk of non-payment desires to establish business connections with you. The group that would require one and a half month of credit is likely to increase your sales by Rs. 60,000 p.a. Production, administrative and selling expenses amount to 80% of sales. You are required to pay income-tax @ 50%. Should you accept the offer if the required rate of return is 40% (after tax) ?

12. From the following information, calculate the maximum stock level, minimum stock level, reordering level and danger level.

- | | |
|----------------------------------------|-------------------|
| a. Normal consumption | 300 units per day |
| b. Maximum consumption | 420 units per day |
| c. Minimum consumption | 240 units per day |
| d. Reorder quantity | 3,600 units |
| e. Reorder period | 10 to 15 days |
| f. Normal reorder period | 12 days |
| g. Time required to emergency purchase | 4 days |

Part - C (1 × 10 = 10)

Compulsory

13. An investment proposal would initially cost Rs. 2,500 and would generate year end cash inflows of Rs. 9,000, Rs. 8,000, Rs. 7,000, Rs. 6,000 and Rs. 5,000 in five years. The required rate of return is 10%. Calculate the payback period and net present value.

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M.B.A. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT AND CATERING
SCIENCE
HOSPITALITY PROJECT MANAGEMENT

Duration : 3 Hours

Maximum : 60 marks

Part - A (6 x 3 = 18)

Answer ALL Questions

1. Give a brief note about industrial background in India.
2. What is project feasibility analysis ?
3. Explain the risks in the project.
4. How to do resource scheduling ?
5. State the advantages and disadvantages of PERT.
6. Brief and explain UIS and monitoring.

Part - B (4 x 8 = 32)

Answer any FOUR Questions

7. How to do different sources of project identification and search for them ?

8. Explain the factors included in a Five Star Deluxe Hotel appraisal.
9. Give in brief the network techniques and explain about PMS.
10. Sketch the project report for setting up a Five Star Resort Hotel ?
11. How do you project audit and explain interface with industrial sickness ?
12. Explain the various projects taken by Government to promote.

Part - C

(1 x 10 = 10)

Compulsory

CASE STUDY

13. Shell's sea food restaurant also caters to weddings and other events in a small New England town. The following is an overview of the planning - or lack of planning that took place last summer. Jason, the restaurant's general manager, together with the wedding couple, planned the garden wedding and reception in a town party near the restaurant. At first, it seemed as if there were so many choices and decisions to be made, but as they went through the lists they had prepared, they were all pleased with the arrangements.

They chose a wedding ceremony time of 2 pm followed by a reception at 2.30pm. The wedding couple and their families wanted to be a special occasion but did not want to spend a fortune. So they decided to use Shell's sea food restaurant because they had enjoyed meals there in the past. Jason prepared a menu which the couple liked : Cream of asparagus soup, Chicken fricane, potatoes au gratin and for dessert creme brull. Jason also suggested a red and white house wine. The wedding couples' aunt made the cake and it was delivered to the party, but when the staff assembled the weight at the top two tiers could the cake to sink.

The wedding ceremony was a serum but as you can imagine the reception was not.

Place the list the planning errors that were made ?

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M.B.A. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT AND CATERING SERVICE
HOSPITALITY LAWS

Duration : 3 Hours

Maximum : 60 marks

Part - A (6 x 3 = 18)

Answer ALL Questions

1. State exemptions under Copyright Law of 1976.
2. Explain briefly about coin box telephones.
3. What do you know about catering contracts ?
4. Write short note on contagious diseases.
5. Bring out the characteristics of Occupational Safety Act.
6. Explain briefly about 'hotel linens'.

Part - B (4 x 8 = 32)

Answer any FOUR Questions

7. Describe the general rules relating to copyright associations. List down its merits and demerits.

8. Outline briefly the telephone services rendered by the hotel industry. What are the special features of international telephone services ?
9. Elucidate the rules regarding the licensing and regulation of hotels.
10. How do the Consumer Protection Laws affect the hotel industry ?
11. Discuss briefly the laws regarding aid to choking victims.
12. Elucidate legal provision relating to occupational safety and health.

Part - C

(1 x 10 = 10)

Compulsory

CASE STUDY

13. 'Smoking is strictly prohibited'. Ram consumes cigarettes in a Star Hotel, but they have some regulations that the customers can smoke only in the specified place. Ram violates the principle for which he was caught by the hotel executives.

Discuss this case and give the right solution.

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M.B.A. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT AND CATERING
SERVICES
HOSPITALITY MARKETING

Duration : 3 Hours

Maximum : 60 marks

Part - A (6 x 3 = 18)

Answer ALL Questions

1. What do you mean by logic of marketing ?
2. Explain the functional structure of marketing.
3. What is marketing mix ?
4. What do you mean by marketing plans adopted by the hospitality sectors ?
5. What is guest behaviour and learning ?
6. What do you mean by marketing information system ?

Part - B (4 x 8 = 32)

Answer any FOUR Questions

7. Explain the check list for hospitality marketing.

8. Explain the various types of planning strategies.
9. What do you mean by cognitive dissonance ?
10. Explain the hospitality marketing research process.
11. Explain the effecting pricing strategies.
12. What is meant by Global Hospitality Marketing ? Explain its significance.

Part - C

(1 x 10 = 10)

Compulsory

CASE STUDY

13. Quaker Oats realises just how important this battle is to its corporate health. Gatorade has said that it will continue to cultivate its sports image by using Michael Jordan as its spokesperson. It will also continue its multi year contracts with pro leagues ranging from the National football league to the Ladies Professional Golf Association. Finally, Gatorade will continue to rely on its time honoured Scientific studies to prove that the body absorbs Gatorade faster than water or any other soft drink. However, Quaker understands that to maintain its dominant position it must be willing to pursue innovative marketing strategies.

Coca-cola and Pepsi represent strong competitors with deep pockets and strong determination. Although each has failed in previous attacks on

Gatorade, no one should assure that they will fail in their current efforts.

Still, Quaker Oats has shown that it will be aggressively working and waiting for the opportunity to douse the competition with an orange container of icy liquid.

Questions:

1. What major variable have Quaker Oats and its competitors used to segment the sports drink market ?
2. How have Quaker and its competitors positioned their sports drink product ?
3. What competitive advantages do Gatorade and its competitors have ?

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M.B.A. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT AND CATERING
SCIENCE
EVENT MANAGEMENT

Duration : 3 Hours

Maximum : 60 marks

Part - A (6 x 3 = 18)

Answer ALL Questions

1. What are the characteristics of Event ?
2. What is Event business ?
3. What is Operational planning ?
4. What is Budget ?
5. What are the sources of staff ?
6. What are the objectives of marketing plan ?

Part - B (4 x 8 = 32)

Answer any FOUR Questions

7. Explain the staffing function of an Event Organisation.

8. How will you develop a marketing plan for an event ? Explain.
9. Explain the structure of an Event Services.
10. Explain briefly the size and scope of the Event Market.
11. Briefly explain the techniques adopted to raise funds for conducting an event.
12. What are the legalities and insurance of conducting an event ?

Part - C

(1 x 10 = 10)

Compulsory

CASE STUDY

13. Prepare a marketing plan for conducting Societal Awareness Programme to create awareness on swine flu fever among general public.

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M.B.A. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT AND CATERING
SCIENCE
BEVERAGE AND BAR MANAGEMENT

Duration : 3 Hours

Maximum : 60 marks

Part - A (6 x 3 = 18)

Answer ALL Questions

1. Define Bar
2. Define mixology.
3. Write two equipments (Heavy) used in bar.
4. What are cocktails ?
5. Differentiate Red wine glass and White wine glass.
6. What are the two important licenses required for running a bar in hotel.

Part - B (4 x 8 = 32)

Answer any FOUR Questions

7. Explain different types of Bars in detail.

8. What are the social and health concerns over consumption of alcohol.
9. Explain the duties and responsibilities of a Bar tender.
10. Explain marketing mix in detail.
11. What is BAC ? Explain it.
12. Explain the importance of automatic dispensers in a bar.

Part - C

(1 x 10 = 10)

Compulsory

CASE STUDY

13. You have been appointed as the bar manager for an upcoming bar. The General Manager has asked you to plan the layout for the bar and its sections.

Explain the sections for your bar with a neat layout.

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**M.B.A. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT AND CATERING SCIENCE
TOURISM IN THE HOSPITALITY INDUSTRY**

Duration: 3 Hours

Maximum: 60 Marks

SECTION - A (6 X 3 = 18)

Answer ALL Questions

1. Define values with examples.
2. Enlist types of Research.
3. Point out 5 Tourism Policies.
4. Explain International Tourism and Peace.
5. What do you mean by Perception and Attitudes?
6. Explain learning of Tourism.

SECTION - B (4 x 8 = 32)

Answer any FOUR Questions

7. Explain Tourism Planning and Development.

8. Write the uses of International Tourism Organizations?
9. Write the social impacts in Tourism.
10. Write the Psychological Dimensions in Tourism behaviour.
11. Write the differences between International and Domestic Tourism.
12. List out types of transportation used in Tourism and its uses in economic growth.

SECTION - C (1 x 10 = 10)

CASE STUDY - COMPULSORY

13. Mr. John Brito is a Director of Tourism. He should tackle the recession in Tourism industry. Discuss the points that he can consider for the development of Tourism in India..

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**M.B.A. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT AND CATERING SCIENCE
HOSPITALITY TRAINING AND DEVELOPMENT**

Duration: 3 Hours

Maximum: 60 Marks

Part -A

(6 x 3 = 18)

Answer ALL the Questions

1. Define: "Training Policy".
2. Write short notes on "Work Simplification".
3. Give a brief account on "On the Job Training".
4. What are the "Objectives" of Good Training?
5. How is "Planning" important for a Training?
6. How will you evaluate a Training Programme?

Part - B

(4 x 8 = 32)

Answer any FOUR Questions

7. What are the Importance and Process of Coaching and Training?

8. What are the significance of Job Analysis, Selection and Orientation?
9. Explain - Methods of Training.
10. List out the steps needed for “Developing the Training Programme”.
11. Explain - Elements of Pre-opening Training.
12. Describe the Importance of “Performance Review”.

Part - C

(10 marks)

Compulsory

13. Explain:

Mr. John - Managing Director of a 5 star hotel at Chennai, wants to train his employees in F & B Service Department in order to promote his business.

Chalk out a Training Programme on behalf of Mr. John.

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**B.SC. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT AND CATERING SCIENCE
HOSPITALITY SECURITY AND SYSTEMS**

Duration: 3 Hours

Maximum: 60 Marks

Part - A

(6 x 3 = 18)

Answer ALL the Questions

1. What is the importance of Security Systems in the lodging industry?
2. What are Security equipment?
3. What do you mean by key control systems?
4. Define the role of Engineering Department.
5. What do you mean by protection of funds?
6. What is Emergency Management?

Part - B

(4 x 8 = 32)

Answer any FOUR Questions

7. What are security and the law? Describe the legal definition.

8. Explain the process of safe deposit procedure. Also explain lost and found procedure.
9. Elaborately explain the importance of report writing and record keeping and what are special guests and events?
10. Define:
 - i. Surveillance
 - ii. Communication system
 - iii. Alarm systems
 - iv. Safety equipments of a lodging industry
11. How do you establish credit policies and what are its procedures?
12. What are the components of Emergency Management? Explain.

Part - C

(10 marks)

Compulsory

Case Study

13. You are heading the Security Department of a Big Five Star Hotel. What are the steps you would adopt

as a security measure to safe guard the physical assets of the hotel and what are the best ways you would suggest for Guest Security System. Draw a Standard Operating Procedure so that they can follow it and implement it.

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**M.B.A. DEGREE EXAMINATION, APRIL 2010
HOTEL MANAGEMENT AND CATERING SCIENCE
MANAGEMENT CONCEPTS**

Duration: 3 Hours

Maximum: 60 Marks

Part -A

(6 x 3 = 18)

Answer ALL Questions

1. What is the contribution of Mary Parker Follet to the field of Management?
2. What is a Programmed decision?
3. What is a hierarchical structure in organization?
4. What is grapevine communication? Is it good to organizations?
5. State any three non-financial control tools.
6. What is strategic alliance? Give an example.

Part - B

(4 x 8 = 32)

Answer any FOUR Questions

7. Explain the principles of scientific management and its relevance to hospitality industry.
8. Explain planning premises with suitable illustrations from the hotel industry.
9. Compare “authority without responsibility” with “responsibility without authority”.
10. Explain any two theories of motivation in detail.
11. Explain the purpose, method and uses of internal audit and external audit as a control function.
12. Write an essay on “Business Process Reengineering”.

Part - C

(1 x 10 = 10)

Case study - Compulsory

13. Analyze the following caselet and answer the questions accordingly.

Maan Sarovar Hotels Ltd. is an Indian Hotel Giant that has operations and properties in India, Sri Lanka, Malaysia, Singapore and Hong Kong.

Divine Lands Inc. is a U. S. multinational Hotel chain that operates across 30 countries in Americas and Europe. By organizational structure, Divine Lands has a flat and matrix type whereas Maan Sarovar has a typical formal and hierarchical structure.

Recently, Divine Lands has acquired Maan Sarovar in its bid to enter the South Asian Market.

You are appointed as the executive to oversee the change process in Maan Sarovar to make it in line with Divine Land's style of operation and philosophy of business.

You have observed that there is lot of fear and apprehensions among the employees of Maan Sarovar and some of its good employees are thinking of moving out.

- a. Given this situation, what will you do to motivate the employees of Maan Sarovar to stay back.
- b. What kind of problems do you foresee in altering the organizational structure?
- c. What kind of benchmarking strategies you will use to scale up Maan Sarovar to Divine Land's level?

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