

B. A. DEGREE EXAMINATION, NOVEMBER 2013
BRANCH IA – HISTORY AND TOURISM
THIRD SEMESTER

COURSE : MAJOR – CORE
PAPER : HOTEL MANAGEMENT AND CATERING
TIME : 3 HOURS **MAX.MARKS:100**

SECTION A

10 x 3 = 30

I. ANSWER ALL QUESTIONS IN 30 WORDS EACH.

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|---------------------------|----------------------------------|
| 1. Define Hotel | 6. Dress Code for Receptionists. |
| 2. Explain Motel | 7. Non-Alcoholic Beverages |
| 3. Fast Foods | 8. Star Rating System |
| 4. Resort Hotels | 9. PRO in a Hotel |
| 5. Oberoi Group of Hotels | 10. Expand IHRAI |

SECTION B

5 x 8 = 40

II. ANSWER ANY FIVE QUESTIONS IN 300 WORDS EACH.

11. How are Hotel Chains classified in India?
12. Write about ITC Welcome group of Hotels.
13. Write about the benefits of a good Menu Card.
14. State the different Cuisines available in a Star Hotel.
15. Analyze the role of Public Relations
16. What are “Sales Calls”?
17. State the effective methods to handle Complaints in a Hotel.
18. Write about FHRAI.

SECTION C

3 x 10 = 30

III. ANSWER ALL THE QUESTIONS IN 1000 WORDS EACH.

19. a) Trace in brief the evolution of the Hotel Industry.
Or
b) Analyze the Role and importance of the House Keeping department in Hotels.
20. a) “An effective Hotel Marketing is a pre-requisite in the Hotel Industry” –
Comment.
Or
b) Analyze the different types of Rooms available for Tourists in a Hotel.
21. a) State the future trends in the Hospitality Industry.
Or
b) Write about the Regulatory conditions and Approval of Hotel Projects.
