

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2011 – 2012 & thereafter)

SUBJECT CODE:11HS/MC/HM34

B. A. DEGREE EXAMINATION, NOVEMBER 2014
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. Caravan Sarais | 6. Requisites for Luxury Hotels |
| 2. Le Meridian Group | 7. Public Relations Officer |
| 3. Chef de Cuisine | 8. Marketing Survey |
| 4. Qualities of Front Office Staff | 9. FHRAI |
| 5. Residential Hotels | 10. Sales Promotion Techniques |

SECTION B

5 x 8 = 40

II. ANSWER ANY FIVE QUESTIONS IN 300 WORDS EACH.

11. Give a brief note on the evolution of Hotel Industry.
12. Assess the importance of Front Office Department in Hotels.
13. Explain the types of Menus.
14. Discuss the duties and responsibilities of House Keeping Department.
15. Explain the role of Personnel Manager in hospitality industry.
16. Analyse the trends in hotel marketing.
17. How competitions are handled in hospitality sector?
18. Describe the role of Associations in Hotel Management.

SECTION C

3 x 10 = 30

III. ANSWER ALL THE QUESTIONS IN 1000 WORDS EACH.

19. a) Discuss the classification of Hotel Groups in India and explain their role in tourism.
Or
b) Explain the types of Food and Beverage services.
20. a) Describe the Star Rating System in Hotel Industry.
Or
b) Give an account of types of rooms in hotels.
21. a) Explain how management of crisis is handled in the hospitality industry.
Or
b) Examine the future trends in hospitality industry.
