

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
**(For candidates admitted during the academic year 2015– 2016 and thereafter)**  
**SUBJECT CODE: 15HS/AC/HM35**

**B. A. DEGREE EXAMINATION, NOVEMBER 2017**  
**BRANCH IA – HISTORY AND TOURISM**  
**THIRD SEMESTER**

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

**SECTION – A**

**I. ANSWER ALL QUESTIONS IN 30 WORDS EACH. (10x3=30)**

1. Define hotel.
2. Sheraton Group.
3. Heritage hotel.
4. Suite.
5. A la'carte.
6. Lobby Manager.
7. Digital Marketing.
8. E-Reservation of Accommodation.
9. Space tourism.
10. Globalization.

**SECTION –B**

**II. ANSWER ANY FIVE QUESTIONS IN 300 WORDS EACH. (5x8=40)**

11. Explain the origin of Hotel Industry in India.
12. “The hotel industry is closely linked to travel”. Illustrate.
13. Explain the rating system of a 5 Star Hotel.
14. Describe the different types of food menu.
15. Access the role of Marketing Manager in promoting hotels.
16. Expand and explain FHRAI.
17. Explain the duties of a Front Office Manager.
18. Draw a neat layout of the House keeping department and explain the various functions of the Department.

**SECTION – C**

**III. ANSWER ALL THE QUESTIONS IN 1000 WORDS EACH. (3x10=30)**

- 19 a. Narrate the development of Hotel chains in India.  
**(OR)**  
b. Draw and explain the Food and Beverage Organizational Chart of a 5 Star Hotel.
- 20 a. Examine the importance of Public Relations in Hotel Industry.  
**(OR)**  
b. Explain the Regulatory conditions of Hotel Projects.
- 21a. Illustrate the innovations of Hotel rooms in future  
**(OR)**  
b. Describe the Classification of Hotel.

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