F 7682 (Pages : 2) Reg. No.....

Name.....

B.VOC. DEGREE EXAMINATION, JANUARY 2021

Third Semester

TH 3ST19—HOSPITALITY MANAGEMENT

(B.Voc. Tourism and Hospitality/B.Voc. Tourism and Hospitality Management)

[2014 Scheme]

Time : Three Hours Maximum : 80 Marks

Section A (Very Short Answer Questions)

Answer **all** *questions in one* **or** *two sentences each.*
Each question carries 1 *mark.*

1. Name any four popular hotel chains in India.
2. What is a front office manager ?
3. What is public relations ?
4. State the details minimum quality requirements.
5. What are stores ?
6. Give an account of engineering and maintenance.
7. Define Multinational Corporation.
8. What are factors of firm-specific internalisation ?
9. What is food and beverage department ?
10. What is an economy hotel ?

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer any **eight** *questions in not more than* 50 *words each.*
Each question carries 2 *marks.*

11. What is casino hotel ?
12. What is housekeeping ?
13. What is the main function of a hotel ?
14. What is CGH Earth ?
15. Define Multinational Corporation.
16. What are important tools of media ?

Turn over

17. Which are revenue centre departments in hotel industry ?
18. What is meant by concierge ?
19. What does travel accommodation mean ?
20. State the meaning of the restaurant.
21. What is chained-brand hotels ?
22. Define budget hotel.

(8 × 2 = 16 marks)

Section C (Short Essays/Problems)

Answer any **six** *questions in not more than* 100 *words each.*
Each question carries 4 *marks.*

23. Explain the major classification of hotels.
24. What are different responsibilities of food and beverage department ?
25. Describe the history of hospitality industry.
26. What are PR strategies ?
27. What are the areas of heritage tourism ?
28. Describe the history of hospitality industry.
29. How service industry and hospitality industry differs its service ?
30. What are categories of hotel ?
31. What are the departments in a hotel ?

(6 × 4 = 24 marks)

Section D (Long Essays)

Answer any **two** *questions in not more than* 400 *words each.*
Each question carries 15 *marks.*

32. Describe the personal department in hoteling sector.
33. Explain the security measures in multinational hotel.
34. Briefly explain the various stages of training process.
35. Explain the operations of ITDC.

(2 × 15 = 30 marks)