

20U122

(Pages: 2)

Name:

Reg.No:

FIRST SEMESTER B.Sc. DEGREE EXAMINATION, NOVEMBER 2020

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BSH1 B01 - INTRODUCTION TO HOSPITALITY INDUSTRY

(Hotel Management & Catering Science - Core Course)

(2019 Admission onwards)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. What are the reasons for a person for travel?
2. Write the history of travel in India.
3. What you mean by recreation?
4. Explain the concept of Inns.
5. What are motels?
6. Who is a franchisor?
7. What is multy cusine restaurant?
8. Comment on the importance of human resorce department in hotels.
9. Write any five duties of receptionist.
10. What are the objectives of customer relationship management?
11. What do you mean by discover and exceed?
12. What is tangible and in tangeble?
13. Explain heritage grand.
14. Write about railway catering.
15. Expalin about theme park food services.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

Answer *all* questions. Each question carries 5 marks.

16. Explain guest relation and its objectives.
17. Write a short note on evolution and growth of hotel industry in India.
18. What is resort hotels and explain its features ?
19. Brief the history of hotels in America.
20. Write the duties and responsibilities of concierge.
21. Note the advantages of job specification.
22. Who is customer of a hotel?
23. Briefly write about luxury Cruise lines and its features.

(Ceiling: 35 Marks)

Part C (Essay questions)

Answer any *two* questions. Each question carries 10 marks.

24. Write an essay on growth of tourism in India.
25. Draw the organization chart of hotel and explain the departments.
26. Explain about customer relationship management.
27. Detail new trends in hospitality industry.

(2 × 10 = 20 Marks)
