

**22U122**

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Name: .....

Reg.No: .....

**FIRST SEMESTER B.Sc. DEGREE EXAMINATION, NOVEMBER 2022**

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19U BSH1 B01 / CC20U BSH1 B01 - INTRODUCTION TO HOSPITALITY INDUSTRY**

(Catering Science and Hotel Management - 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. The lodging house Mansions situated in.
2. Write the importance of guest relation in hospitality industry.
3. Write the importance of respect in hospitality.
4. Write the departments in hotels.
5. Write about American tourism Industry.
6. What are the features of motels?
7. What is transient hotels?
8. What are the uniformed services in hotels?
9. What you mean by personal hygiene?
10. Write the importance of customer service in hotels.
11. What are the beneficts of customer services?
12. What all are the factors influencing customer expectation?
13. Explain boatels.
14. Write the features of fast food restaurant.
15. What is welfare catering?

**(Ceiling: 25 Marks)**

**Part B (Paragraph questions)**

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

16. Write the history of travel -Mayurian empire.

17. Write a short note on evolution and growth of hotel industry in India.
18. What are the types of heritage hotels?
19. What is franchise and franchiser?
20. Explain about hotel organization in small hotels.
21. Write the job description of front office manager.
22. Who is customer of a hotel?
23. Briefly write about airline catering.

**(Ceiling: 35 Marks)**

**Part C (Essay questions)**

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

24. What is hospitality? Explain types of hospitality.
25. Draw the organization chart of hotel and explain each department.
26. Write the difference between service and physical products.
27. Write the importance of social media in hotels sales and marketing.

**(2 × 10 = 20 Marks)**

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