

18U140

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Name:.....

Reg.No:.....

FIRST SEMESTER B.Sc. CSHM DEGREE EXAMINATION, NOVEMBER 2018

(CUCBCSS-UG)

CC18U HM1 B01 - INTRODUCTION TO HOSPITALITY INDUSTRY

(Catering Science and Hotel Management - Core Course)

(2018 Admission: Regular)

Time: Three Hours

Maximum: 80 Marks

Section A

Answer *all* questions. Each question carries 1 mark.

Fill in the blanks:

1. Large hotels contains more than.....rooms.
2. Hotels situated near by highways are called as.....hotels.
3. Time share hotel contains.....multiple owners.
4. Primitive lodging houses in Switzerland is known as.....
5. Heritage grand are built prior to.....
6. CRM stands for.....
7. Concierge is a term related to.....
8. Human resource is a.....department.
9.is the founder of Oberoi group of hotels.
10. Musafir khanas and sarais are developed during.....period.

(10 x 1 = 10 Marks)

Section B

Answer any *eight* questions. Each question carries 2 marks.

11. Condominium.
12. Operational departments.
13. Hotel.
14. Hospitality.
15. Large hotel.
16. Heritage hotel.
17. Guest satisfaction.
18. Guest relation.
19. Traits of hospitality employees.
20. Advent of hotel chains.

(8 x 2 = 16 Marks)

Section C

Answer any *six* questions. Each question carries 4 marks.

21. Write a detail note of revenue and non revenue department of a hotel.
22. What are the characteristics of customer relationship management?
23. Explain in detail about transport catering.
24. Differentiate job description and job specification?
25. What do you mean by uniformed services of a hotel?
26. What do you mean by boutique hotel?
27. Write in detail about motels, casino hotels and floating hotels.
28. Give a detail note of any two chain group of hotels in India.

(6 x 4 = 24 Marks)

Section D

Answer any *two* questions. Each question carries 15 marks.

29. Elaborate the job description of a front office manager and write the duties and responsibilities.
30. Explain in detail the classification of hotels.
31. Explain in detail the areas of hospitality industry.

(2 x 15 = 30 Marks)
