

**Avinashilingam Institute for Home Science and Higher Education for Women  
(Deemed to be University) Coimbatore – 641 043.**

**Master's Degree Examination – November 2018  
III Semester**

**Class: II PG**

**Major: MBA (Tourism and Travel Management)**

**Max. Marks: 60**

**Time: 3 Hours**

**17MTAC17A – HOSPITALITY MANAGEMENT**

**PART –A**

**Choose the correct answer**

**10 x ½ = 5 Marks**

1. A food service operation in which the menu items offered are individually priced.
  - a. Room service
  - b. Full service
  - c. ala carte
  - d. Select service
2. \_\_\_\_\_ is a place to sleep for one or more nights.
  - a. Hostel
  - b. Hotel
  - c. Lodging
  - d. Recreation center
3. \_\_\_\_\_ departments are those directly involved in the “chain of command”.
  - a. Line
  - b. Staff
  - c. Revenue
  - d. Cost centers
4. Reducing the number of employees and/or labor hours for cost-containment purposes:
  - a. Defect
  - b. Labor shortage
  - c. Overbuilt
  - d. Downsizing
5. \_\_\_\_\_ is responsible for the daily operations and management of the hotel.
  - a. Resident manager
  - b. General manager
  - c. restaurant manager
  - d. Housekeeping
6. Maintaining balanced guest accounts is the main function of \_\_\_\_\_.
  - a. House keeping
  - b. Accounts
  - c. Sales and marketing
  - d. Front office
7. \_\_\_\_\_ refers to the relationship process between a guest and a host.
  - a. Hospitality
  - b. Service
  - c. Management
  - d. guest relation
8. Rooms that are side by side, but do not have a connecting door between them.
  - a. Adjacent
  - b. Twin room
  - c. Connecting
  - d. Adjoining room
9. \_\_\_\_\_ has complete control and responsibility over the daily operation of the property.
  - a. Franchising
  - b. Franchisee
  - c. Franchisor
  - d. Referral
10. A company who owns the right to manage a brand and sells the use of the brand's name and/or business model.
  - a. Brand
  - b. Franchisee
  - c. Franchisor
  - d. owner

**PART -B**

**Answer ALL questions**

**5x4=20 Marks**

**Each answer should not exceed 200 words or one page**

11.a) Give a note on history of lodging.

Or

b) Briefly explain the hotel staffing system.

12.a) Explain the duties of night auditor.

Or

b) Write a note on security planning.

13.a) What do you mean by telephone survey?

Or

b) Explain on Inventory and quality control.

14.a) List out the general appraisal system followed in the Hotels.

Or

b) Explain the organisational structure of a Hotel.

15.a) Write a note on management contract fees.

Or

b) Explain about franchise operating procedures.

**PART- C**

**Answer ALL Questions**

**5x7=35 Marks**

**Each answer should not exceed 600 words or three pages**

16.a) Explain briefly about the career path in hospitality management.

Or

b) Explain about security department in detail.

17.a) Explain the procedure for check in and check out.

Or

b) Briefly explain on loss prevention committee and their idea in ensuring safety and security.

18.a) What are the characteristics of successful sales manager?

Or

b) Explain the following.

(i) Preliminary control

(ii) Feedback control

(iii) Office control

19.a) How will you select a consultant?

Or

b) Why planning and developing is important in new hotel (Self study).

20.a) What is management contract (Self study)?

Or

b) Write the advantages and disadvantages of franchise.