

**Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University) Coimbatore-641043**

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

**Class: II PG
Major: MBA/MBA IT Organisation Administration**

**Max.Marks:60
Time: 3 Hours**

17MBAC24A/17MBMC24A Hotel Management

Part-A

10X1/2=5

Choose the correct answer

1. Resort Hotels are found in-----
a) Airports b) High ways c) Heart of the City d) Hill Stations
2. -----are located at High way.
a) Pubs b) Hotels c) Motels d) None of these
3. -----is the welcome station of the hotel.
a) Banquet b)Front office c) Housekeeping d) Personnel Department
4. ----- is the department plays a vital role to boost the sale of room in busy hours.
a) Housekeeping b)Maintenance c) F& B Production d) F&B Service
5. Standing buffet is also termed as-----
a) Finger buffet b) Fork Buffet c) Table Buffet d) None of these
6. American service is also termed as -----service
a) Family b) Buffet c) Plated d) None of these
7. An extra charge made for serving customers in a restaurant is -----
a) Service Charge b) Tip c) Overhead d) Over charge
8. The ratio between the cost of raw materials that make up a dish and the revenue generated by that dish is -----
a) Sales b) Beverage cost c) Purchase d) Food cost
9. ----- is the process of persuading a potential customer to buy the product.
a) Marketing b) Advertising c) Sales promotion d) Sales
- 10.-----is a form of marketing communication that employs a message to promote or sell a product.
a) Forecast b) Advertising c) promotion d) Purchase

PART-B

5x4=20

Answer ALL questions

Each answer should not exceed 200 words or one page

11. a) Leave a short note on: 1) Chain Hotels 2) Resorts
(Or)
b) Leave a short note on: 1) Motels 2) Commercial Hotels
12. a) Write the importance of housekeeping department in a hotel.
(Or)
b) Write the responsibilities of an Executive Housekeeper of a star hotel.
13. a) What is cost control? Write the importance of cost control to a production unit of a hotel.
(Or)
b) List the procedure for stock taking method in star hotels.
14. a) Leave short notes on : 1) Service tax 2) Food cost
(Or)
b) Write about budget and its importance.
15. a) Explain about market environment.
(Or)
b) Write the recruitment process followed by HR in a hotel.

PART-C

5x7=35

Answer ALL questions

**Each answer should not exceed 600 words or three pages
Q.No 20 is compulsory**

16. a) Briefly Discuss about the functions of Front Office department in a hotel.
(Or)
b) Briefly explain about the star systems of hotel according to its size.
17. a) Explain about the records and documents maintained at housekeeping department.
(Or)
b) Briefly explain about the responsibilities of Front office Executive.
18. a) Briefly explain about the types of menu followed in hotel industry.
(Or)
b) Explain about the styles of food service followed in food & beverage service industry.
19. a) Briefly explain about operating yard stick.
(Or)
b) Briefly explain about cash management in Hotels.
20. **Compulsory**
Manpower Planning which is also called as Human Resource Planning consists of putting right number of people, right kind of people at the right place, right time, doing the right things for which they are suited for the achievement of goals of the organization. Human Resource Planning has got an important place in the arena of industrialization. Human Resource Planning has to be a systems approach and is carried out in a set procedure. The procedure are analyzing the current manpower inventory, Making future manpower forecasts, developing employment programmes

Questions:

1. How the man power planning could develop the employment programmes?
2. Write the importance of Manpower planning in an organization.