

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2020**

Hotel Management and Culinary Arts/Catering Science

BSH/C 1C 02—TRAVEL AND TOURISM

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

**Section A (Short Answer Question)***Answer atleast **eight** questions.**Each question carries 2 marks.**All questions can be attended.**Overall Ceiling 16.*

1. What is Outbound Tourism ?
2. What do you understand by Convention Tourism ?
3. What is Tourism ?
4. Who is a Tourist ?
5. What is meant by Destination ?
6. What is Recreational Tourism ?
7. Expand ITDC.
8. What do you understand by Promotion in Tourism ?
9. What was known as Grand Tour ?
10. Define Tourism Planning.
11. What is WTTC ?
12. Who is a Tour operator ?

(8 × 2 = 16 marks)

**Section B (Paragraph Type Question)***Answer atleast **four** questions.**Each question carries 6 marks.**All questions can be attended.**Overall Ceiling 24.*

13. Describe Importance of tourism.
14. Mr. Thomas cook - the father of Travel agency Business. Explain.

**Turn over**

15. What is the difference between tour Operator and Travel Agent ?
16. Write a note on World Tourism and Travel Council.
17. What do you understand by Tourism Product ?

(4 × 6 = 24 marks)

**Section C (Essay Type Question)**

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

18. Who is a Tour Operator ? Explain Functions of a Tour Operator.
19. What is PATA ? Describe them with its functions.
20. Explain Importance of Tourism Planning.
21. Describe Industries related to Tourism.

(2 × 10 = 20 marks)

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**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2020**

Hotel Management and Culinary Arts/Catering Science

BSH/C 1C 01—SALES AND MARKETING

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

**Section A**

*Answer at least **eight** questions.*

*Each question carries 2 marks.*

*All questions can be attended.*

*Overall Ceiling 16.*

1. What is Societal Marketing Concept ?
2. What is Market ?
3. What is SWOT analysis ?
4. What is Brand Equity in marketing ?
5. Define Market Segmentation ?
6. What is Selling Concept ?
7. What is Demand ?
8. Give 4 examples for Hospitality Industries ?
9. What is Inseparability in Service Marketing ?
10. What is price skimming ?
11. What is Micro Environment ?
12. What is Product ?

(8 × 2 = 16 marks)

**Turn over**

**Section B (Short Answer Type Questions)**

*Answer at least **four** questions.  
Each question carries 6 marks.  
All questions can be attended.  
Overall Ceiling 30.*

13. Explain the 4 Characteristics of Hospitality Products.
14. How a Brand Equity Develops ?
15. Explain the 5 steps in Marketing Process.
16. Explain the Levels of Product.
17. Explain the 5 Concepts of Marketing.

(4 × 6 = 24 marks)

**Section C (Essays)**

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

18. Explain about Product Life Cycle.
19. What is Advertising ? Explain the methods, advantages and disadvantages of Advertising.
20. Give your ideas about Goods and Services. Differentiate them.
21. Write an Essay on Marketing Environment.

(2 × 10 = 20 marks)

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2020**

Hotel Management and Culinary Arts

BHC 1B 01—INTRODUCTION TO HOSPITALITY INDUSTRY

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*Answer at least ten questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

1. What is Support Department ?
2. What is the role of Purchase Department ?
3. What do you understand by Residential Hotels ?
4. What is Cabana ?
5. What is Rack rate ?
6. Describe Back office.
7. What do you understand by Customer satisfaction ?
8. Define Master Folio.
9. Briefly explain about Room rack.
10. What do you mean by turn down service ?
11. What do you understand by Guest Complaints ?
12. Write short note on Evolution and growth of hotel industry - Post independence.
13. Explain Par stock.
14. Which are the different sections of Front office Department ?
15. What do you understand by customer service ?

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least **five** questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. What are the Basic Functions of Housekeeping Department ?
17. Write a brief history on commencement of Taj Group of Hotels and Resorts.
18. What is Hotel Automation ? Why Automation is important in Hotel industry ?
19. Write the Bathroom and Guest Room supplies of five star hotel.
20. What is Guest cycle ? Explain Arrival.
21. What is uniformed Service and explain its function ?
22. What do you mean by Condominium ?
23. Explain the importance of Control desk with its functions.

(5 × 6 = 30 marks)

**Section C**

*Answer any **two** questions.*

*Each question carries 10 marks.*

24. Explain Guest cycle.
25. Explain the different types of guest rooms.
26. What is Housekeeping ? Explain the Functions, Scope and Objectives of Housekeeping Department.
27. Explain about different types of catering establishments.

(2 × 10 = 20 marks)

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2020**

Hotel Management and Catering Science  
BSH 1B 01—INTRODUCTION TO HOSPITALITY INDUSTRY

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A (Short Answer Questions)***Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Who is external customer ?
2. What do you mean by Reservations ?
3. Floatels Define.
4. What is Guest relations in a hotel ?
5. Write 2 important traits of hospitality ?
6. Airline catering Write a short note.
7. What is Service product ?
8. Classify hotel on the basis of pricing plan ?
9. Casino Hotels. Define.
10. Institutional Catering. Explain.
11. What do you mean by Large hotels ?
12. Job specification means ?
13. Which are the minor revenue departments in a hotel ?
14. What is customer satisfaction ?
15. Few sentences on the history of hotels in America.

(10 × 3 = 30 marks)

**Turn over**

**Section B (Short Answer Types)**

*Answer at least five questions.  
Each question carries 6 marks.  
All questions can be attended.  
Overall Ceiling 30.*

16. Advent of Chain Hotels. Describe.
17. Briefly write about the origin of Hospitality.
18. History of Motel and its features. Explain.
19. Classify hotel on the basis of Levels of Services.
20. Emergence of Inns. Explain.
21. Which are the revenue departments of a hotel ?
22. What are the Functions of Reception ?
23. How to create excellent service mindset ?

(5 × 6 = 30 marks)

**Section C**

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

24. What are the functions of Bell Desk.
25. Explain about different types of catering establishments.
26. Explain about customer satisfaction.
27. Emergence of Hotel Industry in India.

(2 × 10 = 20 marks)



**FIRST SEMESTER B.A./B.Sc. DEGREE EXAMINATION, NOVEMBER 2020**

(CUCBCSS)

Hotel Management and Culinary Arts/Catering Science

BSH/C1 C01—SALES AND MARKETING

(2017 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

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

Fill in the blanks :

1. \_\_\_\_\_ is the personal communication of information, to persuade someone to buy something.
2. Marketing channels form a sub variable of \_\_\_\_\_ mix.
3. \_\_\_\_\_ are short term incentives like discounts, samples etc. to stimulates demand for the product.
4. In \_\_\_\_\_ distribution system, two or more firms at the same level come together for marketing purpose.
5. A \_\_\_\_\_ is an assurance given about the quality of a product sold.
6. Under market \_\_\_\_\_ pricing strategy the manufacturer charges a high price for his product when it is introduced in the market.
7. The concept of Marketing Mix was developed by \_\_\_\_\_.
8. \_\_\_\_\_ is a form of direct marketing.
9. Marketing is a process which aims at \_\_\_\_\_.
10. \_\_\_\_\_ buy products \_\_\_\_\_ use products.

(10 × 1 = 10 marks)

**Section B***Write short notes on any **eight** of the following.**Each question carries 2 marks.*

11. Define Branding.
12. What do you understand by the term SWOT Analysis ?

**Turn over**

13. Explain Hospitality Marketing.
14. Difference between Goods and Products.
15. Define Brand Equity.
16. What is hospitality selling ?
17. Expand AIDA and MIS
18. What is meant by marketing philosophies ?
19. Define Consumer.
20. Explain AIDA Model.

(8 × 2 = 16 marks)

### Section C (Short Essays)

*Answer any six question.*

*Each question carries 4 marks.*

21. Discuss the needs for marketing in hospitality business.
22. Define Pricing. Explain the different pricing strategies.
23. Define Product. Explain the various levels of product.
24. Classify the difference between Macro Environment and Micro Environment.
25. Explain marketing effectiveness.
26. Define Product Mix. Discuss on product mix in hospitality business.
27. What is Managerial Use ? Explain its process and characteristics.
28. Elaborate the latest trends in hospitality marketing.

(6 × 4 = 24 marks)

### Section D (Long Essays)

*Answer any two questions.*

*Each question carries 15 marks.*

29. What is called Product Life Cycle ? Explain it in detail with proper sketch.
30. Evaluate the application of different marketing concepts in hotel and service industry.
31. What is pricing of hospitality ? Discuss on various concepts and methodology involved in it.

(2 × 15 = 30 marks)

**FIRST SEMESTER B.A./B.Sc. DEGREE EXAMINATION, NOVEMBER 2020**

(CUCBCSS)

Hotel Management and Culinary Arts/Catering Science  
BSH/C1B01—INTRODUCTION TO HOSPITALITY INDUSTRY

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Section A**

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

1. \_\_\_\_\_ tourism is the biggest segment, which attracts foreign tourists to India's archaeological and historical sites.
2. \_\_\_\_\_ is defined as the pursuit of unique and memorable eating and drinking experiences
3. The Room Service Manager reports to the \_\_\_\_\_.
4. Free independent travelers [FIT's) prefer a \_\_\_\_\_ travel itinerary.
5. \_\_\_\_\_ tourism is a type of tourism which involves in tasting or consuming different types of wines.
6. Food or beverages served in guest room is known as :
  - a) Full service.
  - b) Room service.
  - c) Service station.
  - d) None of these.
7. SWOT analysis is a technique for summarizing a hospitality business's :
  - a) Skills, workers, organizations, and teams.
  - b) Strengths, weaknesses, opportunities and threats.
  - c) Strategy, wholesalers, objectives, and trademarks.
  - d) Store, warranty, occupations and tariffs.
8. Continental plan includes \_\_\_\_\_.
9. Concierge and Bell Desk are part of \_\_\_\_\_.
10. In a large full-service hotel, the front office manager reports to the \_\_\_\_\_.

(10 × 1 = 10 marks)

**Turn over**

**Section B**

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

11. Which is considered the heart of the house and why ?
12. Which department is considered the eyes and ears of the hotel and why ?
13. In your own words define hotel.
14. In your own words explain guaranteed reservation.
15. What is the best definition of hospitality ?
16. What is the main features of a time share establishment ?
17. What is city ledger ?
18. Who is Guest Room Attendant ?
19. What do job specification mean ?
20. What is point of sale system ?

(8 × 2 = 16 marks)

**Section C**

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

21. Discuss classification of hotels according to target market.
22. Discuss the difference between vacation and fractional ownership.
23. Explain contribution margin.
24. Discuss the difference between Casino bar and Night club.
25. Explain Herringbone style set up and cluster style set up.
26. Why is the kitchen layout an important aspect of food production ?
27. Explain any 2 pros and 2 cons of Out sourced service.
28. What do you mean by commercial hotel ?

(6 × 4 = 24 marks)

**Section D**

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

29. List the five things required for success in service.
30. Enumerate the Job Responsibility of a General Manager in the hotel industry.
31. Explain the most important aspects of staffing and training back-of-the house employees.

(2 × 15 = 30 marks)

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**FIRST SEMESTER B.Com./B.B.A DEGREE EXAMINATION  
NOVEMBER 2020**

(CBCSS)

B.T.H.M.

BTH 1C 01—MARKETING MANAGEMENT

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A (Short Answer Type Questions)**

*Answer at least ten questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

1. Define the Concept of Marketing.
2. State the Meaning of MIS.
3. What is Primary Data Collection and give an example ?
4. Why Retailer needs to Analyze Buying Behavior ?
5. Define Purchase Decision.
6. What do you mean by Psychographic Segmentation ?
7. Define Maturity Stage ?
8. Give the Meaning of Discount Pricing.
9. Derive the term Brand Name ?
10. What is Zero Level Channel ?
11. Give few examples of the term "Place" in Marketing Mix ?
12. Definition of Promotion Mix.
13. What do you mean by Intangibility in Service Marketing ?
14. Name some examples of Green Marketing.
15. What is Direct Marketing ?

(10 × 3 = 30 marks)

**Turn over**

**Section B (Paragraph Type Questions)**

*Answer at least five questions.  
Each question carries 6 marks.  
All questions can be attended.  
Overall Ceiling 30.*

16. Write short notes on Marketing Mix ?
17. Describe the following in Factors that affect the Consumer Buying Behaviour ? Personal Factors ?
18. Brief out the advantages and disadvantages of Product Differentiation.
19. Explain the importance of Pricing.
20. Point out the Internal Factors that affecting Pricing.
21. Classify the Functions of Distribution Channels.
22. List out the advantages and disadvantages of Promotional Mix in Advertising ?
23. Give a short notes about Online marketing.

(5 × 6 = 30 marks)

**Section C (Essay Questions)**

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

24. Explain briefly about the Scope of Marketing.
25. Elucidate in detail about the Stages of the Consumer Buying Process.
26. Write brief notes on Components of the Marketing Mix.
27. Elaborate in detail about the characteristics of Service Marketing.

(2 × 10 = 20 marks)

**FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION  
NOVEMBER 2020**

(CBCSS)

B.T.H.M.

BTH 1B 02—FRONT OFFICE OPERATION THEORY

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

**Section A (Short Answer Type Question)**

*Answer at least eight questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 24.*

1. What is Travel Desk ?
2. Define the Role of a Bell Captain.
3. Why do we need Elevator Operators ?
4. Draw Whitney Slip.
5. Expand FIT.
6. What do you mean by Scanty Baggage Guest ?
7. Define the term Master Key ?
8. Draw Occupancy report ?
9. What is Credit Card ?
10. Name few things included in Guest Valuables.
11. Expand PBX.
12. Give some security points for Women Guests in the Hotel.

(8 × 3 = 24 marks)

**Turn over**



**Section B**

*Answer at least **five** questions.  
Each question carries 5 marks.  
All questions can be attended.  
Overall Ceiling 25.*

13. Describe the various Attributes required in Front Office Personnel.
14. Point out the Duties and Responsibilities of Front Office Supervisor.
15. Brief out the Sources of Reservations.
16. Explain the Procedures of Crew Arrivals.
17. Write short notes on steps in Calculating Room Occupancy Reports.
18. Elaborate the Handling of Travellers Cheques.
19. Bring out the steps in Handling the Telephone in Front Office.

(5 × 5 = 25 marks)

**Section C**

*Answer any **one** question.  
The question carries 11 marks.*

20. Explain briefly about the different Sections of Front Office and their Importance ?
21. Elucidate in detail about the handling of VIP and VVIP arrivals in hotels ?

(1 × 11 = 11 marks)

**FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2020**

(CBCSS)

B.T.H.M.

BTH 1B 01—FUNDAMENTALS OF TOURISM AND HOSPITALITY

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

**Section A***Answer at least eight questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. The word hospitality is derived from the latin word \_\_\_\_\_.  
(a) Hospitalie. (b) Hospitalitias.  
(c) Hospitalitee. (d) Hospitalatias.
2. \_\_\_\_\_ hotel should have at least 20 letttable rooms with attached bathrooms.  
(a) 2 Star. (b) 5 Star.  
(c) 4 Star. (d) 3 Star.
3. A day visitor who stays for less than 24 hours at a place is called \_\_\_\_\_.  
(a) Excursionist. (b) Visitor.  
(c) Tourist. (d) Traveller.
4. ITDC came into existence in October \_\_\_\_\_.  
(a) 1976. (b) 1956.  
(c) 1966. (d) 1986.
5. IATA was formed in April \_\_\_\_\_ in Havana, Cuba.  
(a) 1955. (b) 1965.  
(c) 1935. (d) 1945.

Give the correct answers for the following :

6. What do you mean by Ancient Era ?
7. Define Small Hotel with two examples.
8. What is Cabana ?

**Turn over**

9. State the meaning of Visitor.
10. Define Physical Motivators.
11. What is the role of FHRAI in hotel industry ?
12. Define the TAAI Functions.

(8 × 3 = 24 marks)

### Section B

*Answer at least **five** questions.*

*Each question carries 5 marks.*

*All questions can be attended.*

*Overall Ceiling 25.*

13. Describe the Growth and Development of the Hotel Industry in India.
14. Point out the various Types of Plans followed in Guest Rooms.
15. Explain the following : (a) Adjoining Room ; (b) Efficiency Room ; and (c) Transient hotels.
16. Brief out the basic Components of Tourism.
17. Describe the Functions of Tourism Information Offices in India.
18. Write short notes on Role of ITDC in Tourism Industry.
19. What do you mean by PATA ? Explain.

(5 × 5 = 25 marks)

### Section C

*Answer any **one** question.*

*The question carries 11 marks.*

20. Elucidate the Organizational Chart of a Five Star Hotel.
21. Elaborate in detail about UNWTO.

(1 × 11 = 11 marks)

**FIRST SEMESTER (CUCBCSS) DEGREE EXAMINATION, NOVEMBER 2020**

B.T.H.M.

BTHM 1C 01—MARKETING MANAGEMENT

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Fill in the blanks. Each question carries 1 mark :

- 1 4 P's of Marketing Mix are \_\_\_\_\_.
- 2 Selling the same product at different prices is known as \_\_\_\_\_.
- 3 Newsletters, catalogues and invitations to organisation sponsored events are most closely to \_\_\_\_\_.
- 4 Fixing a high price for a new product will be called as \_\_\_\_\_.
- 5 Perception of a brand in the minds of customers refers to \_\_\_\_\_.

(5 × 1 = 5 marks)

II. Identify the given sentence is True or False :

- 6 Marketing concept doesn't just end with understanding customers' needs and wants, it is making customers satisfied.
- 7 In psychographic segmentation, the marketer divides the target market into different geographical units.
- 8 Individuals in the organisation influence the decision-making process by providing information on the criteria for buying.
- 9 In mass marketing strategy, the marketing manager decides to enter into a select market segment instead of all the available market segments.
- 10 Market segmentation facilitates the proper choice of the target market.

(5 × 1 = 5 marks)

III. Write any *eight* short answer questions 2 or 3 sentence. Each question carries 2 marks :

- 11 What is meant by Marketing Mix ?
- 12 Define MIS.

**Turn over**

- 13 What is Post Purchase behaviour ?
- 14 Explain Demographic Segmentation.
- 15 Define Micro & Macro Environment.
- 16 Explain NDP with example.
- 17 What is Marketing Communication ?
- 18 What do you meant by transit advertising ?
- 19 List 7P's of service marketing.
- 20 Explain green marketing.

(8 × 2 = 16 marks)

IV. Write any *six* short essay questions in 150-200 words. Each one carries 4 marks :

- 21 Define Marketing. Explain the evaluation of marketing concepts.
- 22 What is Information Systems and what is the different process in MIS ?
- 23 Explain the various factors influencing Consumer Behaviour.
- 24 Define Product. Explain New Product Development Process.
- 25 Discuss various Sale Promotion Tools used in hospitality industry.
- 26 Define Marketing Management. Explain 7P's of Marketing Mix.
- 27 Write the down importance of Market Segmentation.
- 28 Describe the components of Marketing Mix.

(6 × 4 = 24 marks)

V. Write any *two* essay in 600 to 800 words of 15 marks :

- 29 Define Marketing. State the importance in the context of global environment.
- 30 Elaborate the recent development and trends in Marketing. Discuss its effect on hospitality industry.
- 31 Explain the marketing strategies that can be adopted by marketing during the maturity and the decline stage of Product Life Cycle.

(2 × 15 = 30 marks)