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Name.....

Reg. No.....

**THIRD SEMESTER MASTER OF HOTEL MANAGEMENT (M.H.M.)
DEGREE EXAMINATION, NOVEMBER 2019**

M.H.M.

MHM 3C 15—BUSINESS RESEARCH METHODOLOGY

(2014 Syllabus Year)

Time : Three Hours

Maximum : 36 Weightage

Section A

Answer any six questions.

Each question carries 1 weightage.

1. Define the "Valid and verifiable" character of a research.
2. Mention any *two* advantages in Telephone interviewing.
3. What is Stratified random sample ?
4. What is editing of data ?
5. Name any *two* properties of Arithmetic mean.
6. Give example of Binary addition.
7. What is a focus group ?
8. What is multiple regression analysis ?

(6 × 1 = 6 weightage)

Section B

Answer any six questions.

Each question carries 2 weightage.

9. Write any *two* purposes of Journal in research.
10. What are the 4P's in social science research ?
11. What is the use of Likert's scale?
12. What are the two main functions of interpretation ?
13. What is principle of replication ?

Turn over

14. Give two important features of a research design.
15. Define the terms : Statistical hypothesis and simple hypothesis.
16. Name the common source of errors in measurement.

(6 × 2 = 12 weightage)

Section C

*Answer any three questions.
Each question carries 6 weightage.*

17. Explain the criteria of a good research.
18. What are the merits and demerits of Arithmetic mean ?
19. Explain the APA format of writing reports.
20. State the advantages of non-parametric test.
21. Explain the problems encountered by Indian researchers.
22. Enumerate the considerations in selecting a Research problem.

(3 × 6 = 18 weightage)

**THIRD SEMESTER MASTER OF HOTEL MANAGEMENT (M.H.M.)
DEGREE EXAMINATION, NOVEMBER 2019**

M.H.M.

MHM 3C 14—EVENTS AND CONVENTION MANAGEMENT

(2014 Syllabus Year)

Time : Three Hours

Maximum : 36 Weightage

Section A

Answer any six questions.

Each question carries 1 weightage.

1. Name any *two* interpersonal skills required for an Event Manager.
2. What is event décor ?
3. Name any *four* AV equipments used in Events
4. Expand the term EMAP.
5. Name any *two* public relation strategies.
6. Name two features of room reservation.
7. Define the term "Protocol".
8. What is a pent house suite ?

(6 × 1 = 6 weightage)

Section B

Answer any six questions.

Each question carries 2 weightage.

9. Define the term "Business dinners".
10. Differentiate between conference and seminar.
11. What is a Concert ?
12. What is a event site plan ?
13. What is the financial risk involved in events ?

Turn over

14. What is an event proposal ?
15. Name any *two* limitations in event public relation.
16. Name two points to consider while planning formal dinner during a State event.

(6 × 2 = 12 weightage)

Section C

Answer any three questions.

Each question carries 6 weightage.

17. Enumerate the general principles that must be remembered and applied to negotiations.
18. Highlight the benefits of event planning.
19. Mention the role of decoration in the success of an event.
20. Describe pre-wedding procedures/ arrangements followed in Hotel Banquet.
21. Explain the importance of event décor.
22. Enumerate the necessity of Dining etiquettes in International events.

(3 × 6 = 18 weightage)

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Name.....

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**THIRD SEMESTER MASTER OF HOTEL MANAGEMENT (M.H.M.) DEGREE
EXAMINATION, NOVEMBER 2019**

M.H.M.

MHM 3C 13—HUMAN RESOURCE MANAGEMENT IN HOTEL INDUSTRY

(2014 Syllabus Year)

Time : Three Hours

Maximum : 36 Weightage

Section A

*Answer any six questions.
Each question carries 1 weightage.*

1. What is organizing function of Management ?
2. What is Initial screening ?
3. Define the term "Organisational development".
4. What is the meaning of Total reward in H.R. ?
5. What is System's approach in human resource ?
6. What is Lead time in selection process ?
7. Define "Time rate" wage system.
8. What is the meaning of Integrative Bargaining ?

(6 × 1 = 6 weightage)

Section B

*Answer any six questions.
Each question carries 2 weightage.*

9. Name any two approaches to management.
10. Differentiate between formal and informal organization.
11. Differentiate between creativity and innovation.
12. What is strategic H.R. management ?
13. State two objectives of compensation planning.
14. What are the methods of wage planning ?
15. What is non-monetary benefit ?
16. What are fringe benefit services ?

(6 × 2 = 12 weightage)

Turn over

Section C

Answer any three questions.

Each question carries 6 weightage.

17. Highlight the importance of management in an Organisation.
18. Enumerate the purpose of Training.
19. Mention the assumptions of theory X and Y.
20. State the objectives of Human Resource Management.
21. Describe any six points in wage and salary administration.
22. Mention the features of collective bargaining.

(3 × 6 = 18 weightage)

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**THIRD SEMESTER MASTER OF HOTEL MANAGEMENT (M.H.M.) DEGREE
EXAMINATION, NOVEMBER 2019**

M.H.M.

MHM 3C 12—HOTEL LAW

(2014 Syllabus Year)

Time : Three Hours

Maximum : 36 Weightage

Section A

*Answer any six questions.
Each question carries 1 weightage.*

1. Mention any one important feature of The Air (Prevention and Control of Pollution) Act, 1981.
2. Expand the abbreviation "HRACC".
3. Who is a Transient Guest ?
4. What is permitted hours of sale for Liquors ?
5. What is Food additive ?
6. What is Hazard characterization ?
7. What is the meaning of employees working condition ?
8. What is Environmental pollution and pollutant ?

(6 × 1 = 6 weightage)

Section B

*Answer any six questions.
Each question carries 2 weightage.*

9. Name any two important laws applicable to Hotel Industry.
10. Name any two important licenses required by Hotel Industry.
11. Name any two rights of an Innkeeper.
12. How do you classify Liquor License ?
13. Differentiate food and primary food.
14. Give two examples for Welfare provisions to employees by employer.
15. How to register a consumer complaint ?
16. State two purpose of AGMARK.

(6 × 2 = 12 weightage)

Turn over

Section C

*Answer any three questions.
Each question carries 6 weightage.*

17. What is Bailment ? What are the conditions for bailment to come into existence ?
18. Mention some cases for refusal of accommodation to Guest.
19. Write the advantages of grading agricultural commodities.
20. State the causes for revoking of Liquor License.
21. Illustrate briefly the Legislative measures initiated by Indian Government in fighting the Food Adulteration.
22. Explain The Minimum Wages Act, 1948.

(3 × 6 = 18 weightage)

**THIRD SEMESTER MASTER OF HOTEL MANAGEMENT (M.H.M.) DEGREE
EXAMINATION, NOVEMBER 2019**

M.H.M.

MHM 3C 11—ADVANCED FOOD AND BEVERAGE MANAGEMENT

(2014 Syllabus Year)

Time : Three Hours

Maximum : 36 Weightage

Section A

*Answer any six questions.
Each question carries 1 weightage.*

1. What is Quality ?
2. Define the term "CRM" (Customer Relationship Management).
3. What is a Hazard ? Give two examples.
4. What is formal budget ?
5. What is Menu engineering ?
6. Expand the term POS.
7. What is Eating House License ?
8. Name any two determinants of Menu pricing.

(6 × 1 = 6 weightage)

Section B

*Answer any six questions.
Each question carries 2 weightage.*

9. How quality assurance certificate helps F & B operations ?
10. Name any two laws/standards associated with Hospitality business.
11. Write any three salient features of FERA.
12. What are the types of responsibility centers in budgetary control ?
13. What does product service quality matrix identify ?
14. What is the meaning of simultaneity quality management ?
15. Name any three advantages of using modern technology in food service operations.
16. What is Oligopoly ?

(6 × 2 = 12 weightage)

Turn over

Section C

*Answer any **three** questions.
Each question carries 6 weightage.*

17. How to do Quality Assurance ? Explain.
18. Highlight the environmental issues that threaten Hospitality industry.
19. State the functions of Hotel and Restaurant Approval and Classification Committee.
20. Describe the characteristics of a Budget.
21. What are the common work force issues in a fast-food outlet ?
22. What are the key trends in the food and beverage Industry in recent times ?

(3 × 6 = 18 weightage)

**THIRD SEMESTER MASTER OF HOTEL MANAGEMENT (M.H.M.) DEGREE
[REGULAR] EXAMINATION, NOVEMBER 2019**

M.H.M.

MHM 3E 17—BUSINESS RESEARCH METHODOLOGY

Time : Three Hours

Maximum : 30 Weightage

Section A

Answer any five questions.

Each question carries 1 weightage.

1. What is Research methodology ?
2. Define "research design".
3. What do you mean by Probability Sampling ?
4. What are the various kinds of charts and diagrams which are used in data analysis ?
5. What is *t*-distribution ?
6. Define a "Case Study".
7. What is Data Mining ?
8. What is Situation Analysis in research ?

(5 × 1 = 5 weightage)

Section B

Answer any five questions.

Each question carries 2 weightage.

9. Explain the steps in the formulation of research problem.
10. Write down the Components of the research problem.
11. Explain the managerial value of business research.
12. Write down the characteristics of a good sample design.
13. Differentiate between primary and secondary data.
14. Explain the characteristics of Hypothesis.

Turn over

15. State the importance of sampling in research.
16. What are the main considerations in designing a questionnaire ?

(5 × 2 = 10 weightage)

Section C

*Answer any **three** questions.*

Each question carries 5 weightage.

17. Explain the elements of research problem.
18. Describe the different types of research and their significance.
19. Discuss the nature and usefulness of a 'questionnaire' used for research studies.
20. Explain the criteria for writing a report.
21. Explain the process of problem formulation in business research.
22. Discuss the purposes for which descriptive research is conducted.

(3 × 5 = 15 weightage)

**THIRD SEMESTER MASTER OF HOTEL MANAGEMENT (M.H.M.) DEGREE
[REGULAR] EXAMINATION, NOVEMBER 2019**

M.H.M.

MHM 3E 15—HUMAN RESOURCE MANAGEMENT IN HOTEL INDUSTRY

Time : Three Hours

Maximum : 30 Weightage

Section A

Answer any five questions.

Each question carries 1 weightage.

1. What is HRD ?
2. What is Task analysis ?
3. What do you mean by placement ?
4. What do you mean by employee motivation ?
5. Define "Grievance".
6. What is Training Evaluation ?
7. What are the three elements of training objectives ?
8. What is Job rotation ?

(5 × 1 = 5 weightage)

Section B

Answer any five questions.

Each question carries 2 weightage.

9. Write down the four phases required to create an effective learning and development process.
10. What are the objectives of career planning ?
11. Describe the importance of motivation.
12. Differentiate between training and development.
13. Write short note on the characteristics of Collective Bargaining,
14. Explain the essential elements of Contract.

Turn over

15. Explain the advantages of training program to the company.
16. Explain the main characteristics of staffing.

(5 × 2 = 10 weightage)

Section C

Answer any three questions.

Each question carries 5 weightage.

17. Discuss the need of having better learning and development strategies.
18. Why is collective bargaining important for business ? Explain.
19. Briefly explain the various problems faced by HR in the Hospitality Sector.
20. Explain the main features of collective bargaining.
21. Explain the objectives of Reward Systems.
22. Write an essay on training Needs Analysis.

(3 × 5 = 15 weightage)

**THIRD SEMESTER MASTER OF HOTEL MANAGEMENT (M.H.M.) DEGREE
[REGULAR] EXAMINATION, NOVEMBER 2019**

M.H.M.

MHM 3C 14—HOTEL LAW

Time : Three Hours

Maximum : 30 Weightage

Section A

Answer any five questions.

Each question carries 1 weightage.

1. Who is a hotel keeper ?
2. What is Off Premises licence ?
3. What do you understand by food adulteration ?
4. What is dispense bar ?
5. Define "Void Agreement".
6. What is Rent Control ?
7. What is AGMARK ?
8. What is water pollution act ?

(5 × 1 = 5 weightage)

Section B

Answer any five questions.

Each question carries 2 weightage.

9. Explain the salient features of Prevention of Food Adulteration Act 1954.
10. Write short note on Essential Commodities Act, 1955.
11. Briefly explain the statutory limits on hotel's liability.
12. What are the power and liabilities of a partner ? Explain.
13. Explain the procedure for the renewal of hotel registration certificate.
14. Write down the various laws affecting consumer protection in hotel.

Turn over

15. Write a short note on the salient features of Environmental Protection Act ?
16. Point out the role of Central Pollution Control Board.

(5 × 2 = 10 weightage)

Section C

Answer any three questions.

Each question carries 5 weightage.

17. Write an essay on the various licenses and registration required for hotel business.
18. Explain the duties and functions of FSSAI.
19. List and explain any *five* International hotel regulations.
20. Explain the principles of food law regarding preservation of food.
21. Discuss the provisions of Tenancy laws in hotel industry.
22. Explain the objectives of Air Prevention and Control of Pollution Act 1981.

(3 × 5 = 15 weightage)

**THIRD SEMESTER MASTER OF HOTEL MANAGEMENT (M.H.M.) DEGREE
[REGULAR] EXAMINATION, NOVEMBER 2019**

M.H.M.

MHM 3C 12—ADVANCED FOOD AND BEVERAGE MANAGEMENT

Time : Three Hours

Maximum : 30 Weightage

Section A

Answer any five questions.

Each question carries 1 weightage.

1. What are the outlets of Food and Beverage department in hotel ?
2. What is menu engineering matrix ?
3. Define "GST Registration".
4. What is a Certificate of Occupancy ?
5. Define "TQM".
6. What is Financial Management ?
7. Define "Working Capital".
8. What is Electronic Cash Register ?

(5 × 1 = 5 weightage)

Section B

Answer any five questions.

Each question carries 2 weightage.

9. What are the primary categories in choosing a restaurant concept ?
10. Write down the difference between a business plan and a feasibility study.
11. What are the Classes of Licenses for opening a beer bar ?
12. Explain the purpose of the food handler certificate.
13. Write down the salient features of FSSAI Act.
14. Write down the benefits of total quality management.

Turn over

15. Write down the objectives of financial management.
16. Explain the limitations of manual revenue control system.

(5 × 2 = 10 weightage)

Section C

*Answer any **three** questions.*

Each question carries 5 weightage.

17. State the essential of market feasibility study before starting a business.
18. Explain the hierarchy of food and beverage department in a hotel.
19. Discuss the different ways of financing a restaurant operation.
20. List and explain the various permit and license needed to open a bar.
21. Explain why is 'quality' important in hospitality business ?
22. Explain the advantages and limitations of ratio analysis.

(3 × 5 = 15 weightage)