

FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2021

B.H.A.

BHA 4C 04—HOTEL ACCOUNTANCY

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. Explain about Debit Note and Credit Note.
2. What is a Journal ?
3. Who is a Debtor ?
4. Who is a Petty cashier ?
5. Define Book-keeping.
6. What is a Purchase Day book ?
7. What is Trading Account ?
8. Explain Business Entity Concept.
9. What is a Departmental accounting ?
10. What is Transaction ?
11. What are Internal Controls ?
12. Define Audit.
13. What is Uniform System of Accounting ?
14. What is Inventory Schedule ?
15. What are Direct Expenses ?

(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. Different types of Accounts and explain rule of each one.
17. Draw the format of Trading Account.
18. What are the responsibilities of Night Auditor ?
19. What are the methods of Departmental Accounting ?
20. Journalise :
 - a) Jerin started business with cash Rs. 1,00,000 and Furniture Rs. 50,000
 - b) Deposited into Bank Rs. 5,000.
 - c) Paid to Ravi Rs. 4,850 and received discount Rs. 150.
 - d) Paid salary by cheque Rs. 4,000.
 - e) Received a cheque for commission Rs. 500.
21. Explain the features of Trial Balance.
22. What is (a) Capital ; (b) Drawings.
23. Differences between Cost Allocation and Cost Apportionment.

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.*

Each question carries 10 marks.

24. The following Trial Balance has been prepared wrongly. You are asked to prepare the Trial Balance correctly :

	Dr. (Rs.)	Cr. (Rs.)
Capital	22,000	
Stock		10,000
Debtors	8,000	
Creditors		12,000

	Dr. (Rs.)	Cr. (Rs.)
Machinery		20,000
Cash in hand		2,000
Bank overdraft	14,000	
Sales returns		8,000
Purchases returns	4,000	
Misc. expenses	12,000	
Sales		44,000
Purchases	26,000	
Wages	10,000	
Salaries		12,000
Prepaid insurances		200
Bills payable	10,800	
Outstanding Salaries	1,400	
	<u>1,08,200</u>	<u>1,08,200</u>

25. Explain your ideas about Subsidiary Books.
26. Explain the Concepts of Accounting.
27. A factory has 3 production departments (P1, P2, P3) and 2 service departments (S1 & S2). The following overheads and other information are extracted from the books for the month of January 2012.

<i>Expense</i>	<i>Amount</i>
Rent	6,000
Repair	3,600
Depreciation	2,700
Lighting	600
Supervision	9,000
Fire Insurance for stock	3,000
ESI contribution	900
Power	5,400

<i>Particulars</i>	P1	P2	P3	S1	S2
Area sq. ft	400	300	270	150	80
No. of workers	54	48	36	24	18
Wages	18,000	15,000	12,000	9,000	6,000
Value of plant	72,000	54,000	48,000	6,000	-
Stock Value	45,000	27,000	18,000	-	-
Horse power of plant	600	400	300	150	50

Allocate or apportion the overheads among the various departments on suitable basis.

(2 × 10 = 20 marks)

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

B.H.A.

BHA 4B 10—FOOD AND BEVERAGE SERVICE—II (Theory)

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 the difference between top fermented and bottom fermented beer ?
2. Name any *four* styles of port.
3. What is kilning ?
4. What is flor ?
5. Name any *four* champagne houses ?
6. What is cider ?
7. Define “terroir”.
8. What is bloom with respect to a grape ?
9. What do you mean by vinification process ?
10. Which wine would you suggest with a sticky Christmas pudding ?
11. What is Draught cider ?
12. What are fortified wines ?
13. What is wort ?
14. Define porter.
15. Name a fining agent used in beer. Mention the purpose.

(10 × 3 = 30 marks)

Section B

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

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Discuss the ingredients used in the manufacture of beer.
17. Explain the procedure to serve Sparkling wine in a restaurant.
18. How are wines classified ? Discuss the manufacture of red wines.
19. Write a note on distillation of Rum.
20. Describe Bitters.
21. Explain parts of a Bar.
22. Explain the parts of cocktails.
23. Write a note on Wrapper.

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.*

Each question carries 10 marks.

24. Explain the manufacture of red wines.
25. Write a note on different categories of beers.
26. Explain types of Cocktails ?
27. Enlist The advantages and disadvantages of an a la carte and table d'hôte menu ?

(2 × 10 = 20 marks)

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

B.H.A.

BHA 4B 08—FOOD PRODUCTION—II (THEORY)

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. Define Spice.
2. What is the role of Liquids in baking ?
3. What is Bain-Marie ?
4. What is Cyclic menu ?
5. What is Beef Wellington ?
6. What is collagen casting ?
7. What is combination Salad ?
8. What is meant by Dry masala ?
9. What is Table d'hote ?
10. What is Tarte-tarin ?
11. What is Meringue ?
12. What is Leavners ?
13. Define Sandwich ?
14. What is meant by specification ?
15. What is informal buying ?

(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. Write a short note on closed sandwiches ?
17. What are the principles of baking ?
18. Describe different types of forcemeat ?
19. What are the various steps for designing a Kitchen ?
20. Explain the structure of meals ?
21. Describe the ingredients used in bakery ?
22. What are the factors to be considered while handling and storage of bread ?
23. What are the functions of a menu ?

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.*

Each question carries 10 marks.

24. What are the principles of purchasing ?
25. List the types of thickening agent used in Indian cuisine.
26. Elucidate the salient features of Mexican Cooking and enlist popular dishes of Mexican.
27. Enlist various equipment used in Bakery and describe its use.

(2 × 10 = 20 marks)

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

B.H.A.

BHM 4C 04—HOTEL ACCOUNTANCY

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer the following questions in one or two lines.

1. How does accounting differ from book-keeping ?
2. What is shown in a Trial Balance ?
3. Who are the external auditors ?
4. What is a vertical analysis of a balance sheet ?
5. Give the meaning of stock reserve.

(5 × 1 = 5 marks)

Fill in the blanks :

6. Accounts relating to persons, firms, companies and institutions are called _____ accounts.
7. _____ is maintained to record receipts and payment of cash.
8. Audit which is done at the close of the financial year is known as _____.
9. Dependent departments are those departments where output of one department become _____ for another department.
10. The unrealized profit is equal to the amount of difference between the selling price and the cost price of the _____.

(5 × 1 = 5 marks)

Part B

Answer any ten from the following questions.

11. What is an Accounting Equation ?
12. What is a nominal account in accounting ?

Turn over

13. What do you understand by 'Subsidiary Books' ?
14. Write the differences between trial balance and a balance sheet.
15. What are the components of final accounts ?
16. What is audit control procedure ?
17. How does internal audit differ from external audit ?
18. How do you calculate total liabilities ?
19. What is vertical balance sheet ?
20. What are the expenses which cannot be apportioned in departmental accounting ?
21. Bring out the expenses which can be apportioned in departmental accounting ?

(10 × 2 = 20 marks)

Part C

Answer any four from the following questions.

22. Explain the rules of the Double Entry System.
23. Give Journal entries for the following transactions :

2010	January	1	Started business with cash Rs. 1,00,000
		2	Paid salary for the staff Rs. 5,000
		5	Purchases from Ganesh Rs. 2,500
		15	Sold goods to Krishna for cash Rs. 7,500

24. List out the objectives of auditing.
25. What are the reasons for adopting uniform system of Accounting ?
26. List out the Objectives of Department Accounting
27. Explain the different methods of apportionment of service department overheads.

(4 × 5 = 20 marks)

Part D

Explain any two in detail from the following questions.

28. Explain in detail the different Accounting Concepts and Conventions.

29. From the following balances prepare Trading and Profit and Loss account for the year ending 31st March 2015 and Balance sheet as on that date :

<i>Particulars</i>	<i>Rs.</i>	<i>Particulars</i>	<i>Rs.</i>
Salaries	5,500	Purchases	25,000
Rent	1,300	Buildings	2,500
Cash in hand	1,000	Sales	32,000
Debtors	40,000	Capital	30,000
Sundry expenses	600	Bank loan	10,000
Bank balance	5,600	Creditors	9,500

Adjustments :

- Closing stock Rs. 900.
 - Salary outstanding Rs. 1,100.
 - Rent paid in advance Rs. 100.
 - Provide 5% for doubtful debt against debtors.
30. Discuss the main methods of preparing departmental accounting.

(2 × 15 = 30 marks)

C 2116

Name.....

Reg. No.....

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021

B.H.A.

BHM 04 B06—FOOD AND BEVERAGE SERVICE-II (Theory)

(2017 Admissions)

Time : Three Hours

Maximum : 60 Marks

Answer any five questions.

Each question carries 1 mark.

1. What is Oolong tea ?
2. What are Spirits ?
3. What are bitters ?
4. Define draught beer.
5. What is KOT ?
6. Name any two vodka-based cocktails.
7. What is Tequila ?

(5 × 1 = 5 marks)

Answer any five questions.

Each question carries 5 marks.

8. What are the Special kinds of Tea ? Explain.
9. Bring out the physical layout of dispense bar and its characteristics.
10. What are the factors influencing the quality of wine ? Write notes on them.
11. Explain the different types of Rum.
12. Explain the differences between Scotch Whisky & Irish Whiskey.
13. Explain the components of Cocktail.
14. What are the different methods of pricing menu ? Explain.

(5 × 5 = 25 marks)

Answer any three questions.

Each question carries 10 marks.

15. List out the different types of coffee and explain their characteristics.
16. Explain the various steps involved in manufacturing of sparkling wine.
17. Describe the classification of wine with examples.
18. Bring out the major factors to be considered while planning a menu.

(3 × 10 = 30 marks)

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

B.H.A.

BHM 04 B05—ADVANCED FOOD AND BEVERAGE PRODUCTION—II (Theory)

(2017 Admissions)

Time : Two Hours and a Half

Maximum : 60 Marks

*Answer any five questions.
Each question carries 1 mark.*

1. What is a Parfait ?
2. Define the term "Texture".
3. Write any *one* function of icings.
4. What is "Commal" ?
5. What is a Griddle ?
6. What is social catering ?
7. What is a static menu ?

(5 × 1 = 5 marks)

*Answer any five questions.
Each question carries 5 marks.*

8. Write about the additives used in frozen desserts.
9. Describe the important features of Chinese cuisine.
10. Describe any *five* heavy equipments used in quantity food production.
11. Highlight the importance of hygiene in hospital catering.
12. Write the faults in short crust pastry.
13. Write short notes on dry store.
14. Define the term Sausage. Describe its components.

(5 × 5 = 25 marks)

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

15. Describe the equipments and utensils used in Chinese cuisine.
16. Explain butter cream icing and its types.
17. Explain with help of flow chart the food production process in quantity food kitchen.
18. Explain different types of casings used in sausage preparation.

(3 × 10 = 30 marks)

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021

B.H.A.

BHA 4C 04—SERVICE REGULATORY FRAMEWORK

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A*State whether True or False.*

1. In the early days of our nation's history, contracting was largely left up to the Individual parties with little government regulation or oversight.
2. Banning a product from the market is usually the first remedy sought by the Consumer Product Safety Commission.
3. Adulteration takes place more in loosely sold items than those sold packed.
4. The Solid Waste Disposal Act leaves solid waste problems primarily to state and local governments.
5. Act Section 10 of the Factories, 1948 speaks about Certifying Surgeons.

(5 × 1 = 5 marks)

Part B*Answer all questions.**Each question carries 3 marks.*

1. Mention any two features of legality of object.
2. Why time is of essence of the contract ?
3. What do you mean by sale of goods ?
4. What is tourism policy ?
5. What are the objectives of Factories Act 1948 ?

(5 × 3 = 15 marks)

Part C*Answer any eight questions.**Each question carries 5 marks.*

1. What is an illegal agreement ? What are effects of illegality ?
2. List the essential features of a contract of sale. Explain any six of them.

Turn over

3. Write in details about Consumer Responsibilities.
4. What are the Three Tier System under consumer act ?
5. What are the documents required for the FSSAI License ?
6. Write in details about major sources of environmental pollution.
7. List out and explain effects of water pollution.
8. How to apply for shop establishment (New Registration) ?
9. Write a short note on "Responsibilities for Payment of Wages.

(8 × 5 = 40 marks)

Part D

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

1. Briefly explain about "Prevention of Water Pollutions".
2. Elaborate on "Soil Pollutions".
3. What are the documents required for the liquor license - explain ?

(2 × 10 = 20 marks)

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021

B.H.A.

BHA 4B 06—MANAGEMENT PRINCIPLES AND PRACTICES

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

State whether True or False :

1. Intellectual skills are most critical for successful management.
2. Middle managers set goals and objectives and make decisions about the direction of the organization that affect everyone in the organization.
3. Short term goals are a means to achieve long term goals.
4. Identification of a problem preceded it diagnosis.
5. Co-ordination is considered as an important and separate function of management.

(5 × 1 = 5 marks)

Part B

Answer all questions.

Each question carries 3 marks.

1. Define Policies.
2. Define Decision-Making.
3. What is Job design ?
4. What is Communication ?
5. What is job enrichment ?

(5 × 3 = 15 marks)

Part C

Answer any eight questions.

Each question carries 5 marks.

1. Discuss the Importance of Communication.
2. Write in details about purpose of Organization ?

Turn over

3. Mention the major barriers to communication.
4. Write a brief note on "Purpose of Organization".
5. Write in details about Benefits of Informal Organization ?
6. Write a short note on "Job Description" ?
7. Write in details about Purpose of Training ?
8. Describe the On-the-job training ?
9. Write a short note on "Controlling Process" ?

(8 × 5 = 40 marks)

Part D

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

1. Briefly explain about Importance of controlling ?
2. Elaborate on " Staffing Process".
3. Briefly explain about characteristics of Organizing ?

(2 × 10 = 20 marks)

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021

B.H.A.

BHA 4B 05—ACCOMMODATION OPERATION—I (Theory)

(2014 Admissions)

Time : Three Hours

Maximum : 60 Marks

Part A*State whether True or False.*

1. Triplet is a double room with one extra roll-away cot.
2. Spring cleaning is a special type of cleaning where you clean all the bed springs..
3. The Grand Master Key operates all locks in the Hotel.
4. Woollen carpets are warm, soft, resilient and do not attract dirt.
5. Hotel staff getting panicky during accidents and other untoward incidents in hotels is not a big issue.

(5 × 1 = 5 marks)

Part B*Answer all questions.**Each question carries 3 marks.*

6. Give the job description for a laundry manager.
7. Define reagents.
8. What do you know about master key ?
9. Mention the short note on acrylic floor covering.
10. What do you mean by first aid ?

(5 × 3 = 15 marks)

Part C*Answer any five questions.**Each question carries 4 marks.*

11. Explain any 6 types of rooms in a 5 star hotel.
12. Write the methods of cleaning.

Turn over

13. Explain in detail about the cleaning equipments selection, care and storage.
14. Write detailed notes on maids trolley.
15. How will you classify the hard floor surfaces ? Explain.
16. Explain in detail about the essential features while planning a linen room.
17. Write notes on the safety issues in hotels.

(5 × 4 = 20 marks)

Part D

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

18. What are the duties and responsibilities of a linen manager ?
19. Explain the various types of keys used in hotels.
20. Elaborate in detail about the safety and security measures necessary in a hotel.

(2 × 10 = 20 marks)

FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2022

B.H.A.

BHA 4C 04—HOTEL ACCOUNTANCY

(2019 Admission onwards)

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 Ledger ?
2. What is Imprest System ?
3. Define Accountancy.
4. What is Cash book ?
5. What is Balance sheet ?
6. What is Matching concept ?
7. What are Preventive Internal Controls ?
8. What is External Audit ?
9. What is Fixed Assets Schedule ?
10. What are Indirect Expenses ?
11. What are Intangible Assets ?
12. What is Single Entry System ?
13. Explain about Personal Accounts ?
14. What is Management Accounting ?
15. What is Accrual Basis of Accounting ?

(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 is Marshalling ?
17. Explain about the users of Accounting ?
18. Explain about Petty Cash Book ?
19. Differentiate between Journal and Ledger ?
20. What are Contra Entries ?
21. Differences between Cost Allocation and Cost Apportionment.
22. What is Accounting Equation ?
23. Explain the methods of preparing Trial Balance ?

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Write an Essay on Accounting Concepts ?
25. Define Accounting. Explain the objectives and branches of accounting ?
26. From the following Ledger balance of M/s. Ram and Co. Prepare a Trading and a Profit and Loss Account for the period ended 31-12-2003 : -

	Rs.
Stock 1-1-2003	5,000
Purchases	50,000
Returns outward	5,000
Sales	1,00,000
Returns inward	5,000
Direct Wages	2,000
Indirect wages	1,000

	Rs.
Carriage	500
Carriage outward	1,000
Distribution expenses	500
Office Rent	2,000
Repairs	1,000
Import Duty	500
Coal and Gas	1,500
Office Lighting	1,000
Closing Stock	15,000

27. From the following transactions given below you are required to prepare three columnar Cash Book :

1998			Rs.
July	1	Cash on hand	600
		Cash at bank	9,670
July	2	Received cash from Arul	1,900
		Allowed him discount	100
July	4	Paid Azar by cheque	800
		Discount received	30
July	6	Purchased Goods and paid by cheque	2,100
July	8	Deposited with bank	2,100
July	10	Sold goods to Anil on credit	1,100
July	12	Sold goods and received payment	
		by cheque	900
July	15	Received a cheque from Anil in	1,050
		full settlement of his account	

Turn over

	Rs.
Withdrawn from bank for office use	900
Purchased goods from K& Co.	3,000
Paid K & Co. by cheque	2,900
Discount received	100
Paid telephone charges	100
Paid Ahmad by cheque	684
Discount received	16
Cash Sales	1,900
Received cheque from Antony and sent to the bank	480
Discount allowed	20
Purchased a new machinery for office use by cheque	4,000
Bank intimated that Antony's cheque has been dishonored	600
Deposited with bank	26
Bank charges as shown in the pass book	600

(2 × 10 = 20 marks)

FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2022

B.H.A.

BHA 4B 10—FOOD AND BEVERAGE SERVICE—II (THEORY)

(2019 Admission onwards)

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 "Angel Share" ?
2. What is Bourbon Whiskey ?
3. What is a "Neutral Spirit" ?
4. What is Modifier ?
5. What is Liqueur de Tirage ?
6. Name the Parts of a Bar ?
7. Name the Parts of a cigar ?
8. Define a Malt.
9. Define lager.
10. What are fortified wines ?
11. Name the container in which Cigars are stored.
12. Who invented the Patent Still ?
13. Write the serving temperature of White Wine, Red Wine and Sparkling Wine.
14. What is a "Pisco Sour" ?
15. What is muddling ?

(10 × 3 = 30 marks)

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

16. Explain in detail the role of Sulphur-di-oxide in wine making.
17. Explain the styles of Port.

18. Write a short note on the Solera System.
19. Write a note on the following styles of beer - lager, pilsner, stout.
20. Write a note on the classification of wines with examples.
21. Discuss the process of service of red wine.
22. Enlist the points to Remember while preparing cocktails.
23. What is *Methode Champenoise* ?

(5 × 6 = 30 marks)

Section C

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

24. Discuss the current day trends pertaining to wine lists in top quality hotels along with examples.
25. Enlist major and minor equipment used in a Bar ?
26. Briefly Explain Wines of India.
27. What is menu engineering ?

(2 × 10 = 20 marks)

FOURTH SEMESTER (CBCSS-UG) DEGREE EXAMINATION, APRIL 2022

B.H.A.

BHA 4B 08—FOOD PRODUCTION—II (Theory)

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer atleast ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall ceiling 30.*

1. What is a Continental or French Sandwich ?
2. Define Sausage.
3. What is the main function of Indenting ?
4. What is Table d'hote ?
5. What are marinades ?
6. What is fondant ?
7. What is Condiment ?
8. What is a Menu ?
9. What is braising pan ?
10. What is Panch-phoron ?
11. What is a Buttercream ?
12. Explain Pot au feu.
13. What is Gateau Opera ?
14. What is French plate ?
15. What is induction range ?

(10 × 3 = 30 marks)

Turn over

Section B

*Answer atleast five questions.
Each question carries 6 marks.
All questions can be attended.
Overall ceiling 30.*

16. Explain the role of spices.
17. Describe hot closed sandwich variations.
18. What are the functions of a Menu ?
19. What are the various steps for designing a Kitchen ?
20. Explain the structure of meals.
21. Enlist any 12 different types of paste used in Indian cookery.
22. Describe method of mixing brine.
23. What are the factors to be considered while preparing a sandwich ?

(5 × 6 = 30 marks)

Section C

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

24. What are the principles of purchasing that have been enumerated as a guide to making decisions ?
25. Elucidate the salient features of Mexican Cooking and enlist popular dishes of Mexican cuisine with its speciality.
26. What is menu planning ? Explain the factors affecting menu planning.
27. Elucidate different types of breads.

(2 × 10 = 20 marks)

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

B.H.A.

BHA 1C 01—EVENT MANAGEMENT

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A (Short Answer Type)

Each question carries 2 marks.

Ceiling 25.

1. What are Mega events ?
2. Define Motivation.
3. Who is a corporate traveller ?
4. What are the supporting services in event planning ?
5. What is an incentive travel program ?
6. What is Convention management ?
7. List any four popular travel events.
8. What is Event Evaluation ?
9. What is MICE ?
10. What is event leadership ?
11. Define event marketing.
12. What do you mean by Crisis management ?
13. What is Teleconferencing ?
14. Expand ITB.
15. What is CII Event ?

(25 marks)

Turn over

Part B (Paragraph Type Questions)

Each question carries 5 marks.

Ceiling 35.

16. Write down the characteristics of event management.
17. State the responsibilities of an Event Planner.
18. Bring out the importance of event planning.
19. Write short note on 'Celebrity management'.
20. Point out the importance review report in post-convention meeting.
21. State the importance of communication in event management.
22. Bring out the importance of stage decoration for an event.
23. What are the challenges faced by MICE tourism in India ?

(35 marks)

Part C

Write any two essay questions.

Each question carries 10 marks.

24. List and explain the different types of sports events.
25. Point out the need of professional photography and video recording in an event.
26. Discuss the purpose and importance of exhibitions.
27. Analyse the role of public relation in event management.

(2 × 10 = 20 marks)

FIRST SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2021

B.H.A.

BHA 1B 01—INTRODUCTION TO THE HOSPITALITY INDUSTRY

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A (Short Answer Type)*Each question carries 2 marks.*

1. What is a Heritage Hotel ?
2. What is the different between a hotel and a motel ?
3. Differentiate Vacant room and Departure room.
4. List out the non-revenue departments in hotel.
5. What do you mean by scanty baggage ?
6. What is an Advance Letting Chart ?
7. Who is a Bell Captain ?
8. Name any four forms used in front office.
9. What do you mean by 'Back of the House' ?
10. What is a Caravan ?
11. What do you mean by customer service ?
12. What do you mean by e-concierge ?
13. Define No Show.
14. What is City Ledger ?
15. Who is GRE ?

(Ceiling 25 marks)

Turn over

Part B (Paragraph Type Questions)

Each question carries 5 marks.

16. Write short note on Supplementary Accommodation.
17. Explain the essential attributes of front office personnel.
18. State the functions of Information section in front desk.
19. Explain the various mode of settlement of guest bills.
20. Write down the procedure for handling Scanty baggage.
21. Explain the duties and responsibilities of Front Office Manager.
22. Differentiate between service and physical product.
23. Write down the uses of PMS applications in hotels.

(Ceiling 35 marks)

Part C

*Write any two essay questions.
Each question carries 10 marks.*

24. Discuss the classification of hotels according to the star and location.
25. Explain the interdepartmental relationship between front office and sales and marketing department.
26. Explain the different stages in guest accounting cycle.
27. Discuss the growth and challenges faced by the Indian Timeshare industry.

(2 × 10 = 20 marks)