

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS-UG)

B.H.A.

BHA 6B 20—ROOM DIVISION MANAGEMENT

(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 meant by PMS ?
2. Define Yield Management.
3. What is meant by distribution channel ?
4. What do you mean by REVPARK ?
5. Define front desk operation.
6. Define average daily rate.
7. Expand NSDC.
8. Define service industry.
9. Define Hotel.
10. What is meant by Forecasting ?
11. Define Management prospects.
12. What do you mean by back of the house ?
13. Define Job opportunities.
14. What is meant by Quality management ?
15. Define Work Environment.

(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 the importance of Property Management System in Hotel.
17. What is terminal and name the self service Kiosk ?
18. What are the strategies of yield management ?
19. What is required for making an accurate forecast in Hotel ?
20. What is occupancy ratio ? Explain.
21. What is the goal of revenue management ?
22. List Japanese 5S practice.
23. Brief some of the implementation of Total Quality Management.

(5 × 6 = 30 marks)

**Section C**

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

24. Write the benefits of Property Management System.
25. Give an elaborate note on measuring yield in the industry.
26. Give an overview of soft skills for Hospitality.
27. Give an introduction to Total Quality Management.

(2 × 10 = 20 marks)

**SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**

(CBCSS—UG)

B.H.A.

BHA 6B 19—SALES AND MARKETING

(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 meant by Marketing Mix.
2. Define Strategic Alliance.
3. Define Franchising.
4. What is meant by Marketing Information System.
5. What is meant by Exchange.
6. Define Competitive Analysis.
7. Define Product Life Cycle.
8. What is Mecho Environment.
9. Who is the Customer.
10. Define Sponsorship.
11. What is meant by Advertising Agency.
12. Define Property Analysis.
13. Define Inhouse Promotion.
14. What is meant by Buffet Service ?
15. Define Marketing Objectives.

(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.*

1. Write the process of Marketing.
2. Brief the Marketing Scope in Hospitality Business.
3. Write the MIS with special Reference to Restaurants.
4. What are the six steps involved in developing Marketing Plan ?
5. Why is property positioning Important.
6. Write a note on Branding of Hotels.
7. Write the difference between Goods and Service Products.
8. Write a short note on AIDA model.

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

1. How has technology changed the way in which the hospitality products are distributed and managed ?
2. What are some of the criteria the sales staff could used to evaluate whether a corporate contract account should be retained or dropped.
3. What are the most factors affecting Marketing Environment.
4. Write an elaborate Essay on Digital Marketing.

(2 × 10 = 20 marks)

**SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**

(CBCSS-UG)

B.H.A.

**BHA 6B 18—MANAGEMENT PRINCIPLES AND PRACTICES**

(2019 Admissions)

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. Management definition according to Henry Fayol.
2. Define situational management.
3. Define organization.
4. Define controlling.
5. What is meant by forecasting ?
6. What is human relation skills ?
7. Define computer skills.
8. What is meant by scope of management ?
9. Define decisional role.
10. Define division of work.
11. Mention any two types of planning.
12. Define career planning.
13. What is job enrichment ?

14. Define job training.
15. Define license agreement.

(10 × 3 = 30 marks)

### **Section B**

*Answer atleast **five** questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Brief about managemet process.
17. Write a note on manpower planning.
18. Brief about work group behaviour and productivity.
19. Give a brief note on barriers to communication.
20. Give a note on conflict resolution.
21. Brief about line and staff function.
22. Management is an integrated process—Explain.
23. Brief conceptual and administrative management skills.

(5 × 6 = 30 marks)

### **Section C**

*Answer any **two** questions.*

*Each question carries 10 marks.*

24. Explain the principles of management.
25. Write about span of control.
26. Holistic approach for managers in decision making—Explain.

(2 × 10 = 20 marks)

**SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**

(CBCSS-UG)

B.H.A.

BHA 6B 17—FOOD AND BEVERAGE MANAGEMENT

(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 F and B control ?
2. Explain material cost.
3. List any three uses of sales concept.
4. Define Inventory control.
5. What is first-in first-out ?
6. What do you understand by the term monthly inventory ?
7. Define Budget.
8. What is meant by Beverage control ?
9. Distinguish ECR and NCR.
10. Explain fixed overhead variance.
11. Distinguish material variance and labour variance.
12. Define the term Break-even.
13. What is hospital menu ?
14. List any three constraints of menu planning.
15. Define Menu control.

(10 × 3 = 30 marks)

**Turn over**

**Section B (Paragraph Questions)**

*Answer at least five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Define Cost. Explain the different elements of costing.
17. List and explain any five objectives of F and B control.
18. Differentiate between physical and perpetual inventory.
19. Write short note on receiving, storing and issuing Food and Beverage.
20. What is marginal cost ? Explain their objectives.
21. Explain PV Ratio, with its contribution.
22. Brief constraints of menu planning.
23. What are the different types of menu and explain it with examples.

(5 × 6 = 30 marks)

**Section C (Essay Questions)**

*Answer any two questions.*

*Each question carries 10 marks.*

24. Explain in detail on pricing of commodities.
25. Define standard recipe. Discuss how the standard recipe help in cost control in hotel.
26. Sketch the break-even chart and describe it with appropriate examples.
27. "Menu act as the marketing tool of any food/catering outlet". Justify the statement.

(2 × 10 = 20 marks)



SIXTH SEMESTER U.G. (CUCBCSS-UG) DEGREE  
EXAMINATION, MARCH 2022

B.H.A.

BHM 06 B12—MANAGEMENT PRINCIPLES AND PRACTICES

(2017–2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Explain the following in one or two lines.  
Each question carries 1 mark.*

1. Expert power.
2. Assigning responsibility.
3. Customer.
4. Organisation.
5. Sub-ordinate.

Fill in the blanks :

6. \_\_\_\_\_ is an intellectual process.
7. Strategies are the direction in which resources are channelised to reach \_\_\_\_\_.
8. Decision making according to Peter Drucker is a central part of \_\_\_\_\_ process.
9. Write any one step in the process of decision.
10. MBO means.

(10 × 1 = 10 marks)

**Part B**

*Answer any eight short answer questions in 2 or 3 sentences.  
Each question carries 2 marks.*

11. Define Planning.
12. What is meant by manpower ?
13. What is meant by directing ?
14. Define Non-verbal Communication.
15. Define conflict.
16. Who is the manager ?
17. What is meant by organisation ?
18. What is meant by common goals ?

Turn over

19. What is meant by granting authority ?
20. Define criticism.

(8 × 2 = 16 marks)

### Part C

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

21. Write a note on centralisation and decentralisation.
22. Write the nature of objectives.
23. Brief the concept of management by objectives.
24. Distinguish between formal and informal organisation.
25. What are the elements of manpower planning ?
26. Discuss between Co-operation and Co-ordination.
27. Is leadership necessary comment ?

(6 × 4 = 24 marks)

### Part D

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

28. Discuss the trends towards globalisation of the Theory of Management.
29. Give an elaborate note on barriers to communication.
30. What is druggist contribution on an managers task ?

(2 × 15 = 30 marks)

**SIXTH SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION, MARCH 2021**

B.H.A.

BHA 6B 15—FINANCIAL MANAGEMENT

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part A**Note : Attempt *all* questions; each carries 1 mark :

Describe the following terms :

1. Finance.
2. Current Asset.
3. Fund.
4. Capital.
5. BEP.

(5 × 1 = 5 marks)

**Part B**Note : Briefly explain *all* questions; each carries 3 marks :

1. Financial Management.
2. CVP.
3. NPV.
4. Payback Period.
5. Marginal Costing.

(5 × 3 = 15 marks)

**Part C**Note : Briefly explain any *eight* questions; each carries 5 marks :

1. Discuss the importance of Financial Management for Hospitality Industry.
2. Describe the factors determining working capital needs in Hotel Industry.
3. Explain the merits of Ration analysis.

**Turn over**

4. Discuss sources of long terms Finance for a hotel.
5. Explain the uses of fund flow statement.
6. Explain objectives of Financial Management.
7. Describe Marginal Cost Equation.
8. Discuss under-trading.
9. Explain importance of Capital Budgeting.

(8 × 5 = 40 marks)

#### **Part D**

**Note :** Attempt any *two* questions; each carries 10 marks :

1. Illustrate the main functions of Financial Management in Hospitality Industry.
2. Elaborate the various methods of Capital Budgeting.
3. Write a note on : Management approaches of Break-even analysis and classification of working capital.

(2 × 10 = 20 marks)

## SIXTH SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION, MARCH 2021

B.H.A.

BHA 6B 14—FOOD AND BEVERAGE SERVICE—II

(2014 Admissions)

Time : Three Hours

Maximum : 60 Marks

**Part A***Attempt any eight questions in one or two sentences, each carries 1 mark.*

Describe the following terms :

1. Hotel.
2. Anisette.
3. Madeira.
4. Open bar.
5. Perry.
6. Rum.
7. Black Grape.
8. Kahlua.

(8 × 1 = 8 marks)

**Part B***Briefly explain any six questions, each carries 2 marks.*

1. Tobacco.
2. Pot still.
3. Tequila.
4. Red wine.
5. Crème de Moka.
6. Tia Maria.
7. Brandy.

(6 × 2 = 12 marks)

**Turn over**

**Part C**

*Briefly explain any five questions, each carries 4 marks.*

1. Wine producing regions of Germany.
2. Classification of alcoholic beverage.
3. Fortified wines.
4. Manufacturing process of champagne.
5. Types of spirits.
6. Closing duties of Bar.

**Part D**

(5 × 4 = 20 marks)

*Attempt any two questions, each carries 10 marks.*

1. Elaborate the manufacturing process of Spirits.
2. Write a note on : types of cocktail and types of beer.
3. Define Mocktail. illustrate some recipes of famous Mocktails.

(2 × 10 = 20 marks)

**SIXTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, MARCH 2021**

B.H.A.

BHA 6B 12—HUMAN RESOURCE MANAGEMENT

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part A***Note : Attempt all questions in one or two lines ; each carries 1 mark :*

1. Personnel management.
2. Training.
3. Work force.
4. Work improvement.
5. MBO.

(5 × 1 = 5 marks)

**Part B***Note : Briefly explain all questions ; each carries 3 marks :*

1. Job design.
2. Human Resource Development.
3. Job description.
4. Selection.
5. Job engineering.

(5 × 3 = 15 marks)

**Part C***Note : Attempt any eight questions ; each carries 5 marks :*

1. Discuss the importance of HRM in hospitality industry.
2. Describe various methods of training.
3. Explain the importance of performance appraisal.
4. Discuss the job specification.
5. Give process of manpower planning.
6. Discuss merits of job analysis.

7. Elaborate selection process.
8. Explain job evaluation.
9. Discuss induction process in hotel industry.

(8 × 5 = 40 marks)

**Part D**

*Note* : Attempt any *two* questions ; each carries 10 marks :

1. Define Recruitment. Explain internal and external techniques of recruitment in hospitality industry.
2. Illustrate various methods of performance appraisal in hotel industry.
3. Write a note on : Self development and Job enlargement.

(2 × 10 = 20 marks)



**SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**

(CBCSS-UG)

B.H.A.

BHA 6B 15—ACCOMMODATION OPERATION (THEORY)

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

**Section A***Answer atleast eight questions.**Each question carries 2 marks.**All questions can be attended.**Overall ceiling 16.*

1. Write in your own words what is Floatel.
2. What is buddy system ?
3. What do you mean by back to back ?
4. Expand the codes :
  - GRA
  - OOS
  - EHK
  - WC.
5. Write in a sentence or *two* how will you administrate first aid for cuts on finger.
6. List few uses of Double lock system.
7. Write in a sentence or *two* of 'Job Specification'.
8. Who is a Hat checker ?
9. What is Faucet ?
10. Write in a sentence or *two* about Linen chute.

11. What is lacquering ?
12. What is Quartzite ?

(8 × 2 = 16 marks)

### Section B

Answer atleast **four** questions.

Each question carries 6 marks.

All questions can be attended.

Overall ceiling 30.

13. Explain the importance of Housekeeping department.
14. Explain "Room Assignments" with the housekeeping staff in mind.
15. Explain the importance of Guestroom for guest.
16. Explain the 'recycled inventory items' and name any 5 of them.
17. Give reasons why guest room cleaning needs to be done with examples.
18. Explain the control and use of Grand Master Key.
19. Write the role of housekeeping in the hotel industry.

(4 × 6 = 24 marks)

### Section C

Answer any **two** questions.

Each question carries 10 marks.

20. Explain the coordination of housekeeping with other departments.
21. Elucidate the duties of a person discovering a fire and the steps taken while fighting fire.
22. Explain in detail the steps of DND room procedure.
23. Explain in your own words the characteristics of a Good Cleaning Agent.

(2 × 10 = 20 marks)