

**FOURTH YEAR B.H.M. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, APRIL 2022**

B.H.M.

BHM 40—ENVIRONMENTAL MANAGEMENT

Time : Two Hours

Maximum : 40 Marks

**Section A**

*Answer any ten.*

Fill in the blanks :

- 1 The main ozone depleting substance is \_\_\_\_\_.
- 2 \_\_\_\_\_ is the outermost layer of Earth's atmosphere.
- 3 The agent which causes pollution is called \_\_\_\_\_.
- 4 \_\_\_\_\_ is a practice that refers to the collection and reuse of waste materials.
- 5 The layer of atmosphere which contains much of the ozone is the \_\_\_\_\_.
- 6 \_\_\_\_\_ is a process which is used to convert many types of domestic and industrial residues into a recovered fuel.
- 7 June 5 is celebrated as \_\_\_\_\_.
- 8 Acid rain is due to the formation of \_\_\_\_\_.
- 9 Project Tiger was first initiated in the year \_\_\_\_\_.
- 10 Noise is measured in \_\_\_\_\_.
- 11 Incomplete combustion of fuel such as petrol and diesel gives \_\_\_\_\_.
- 12 The \_\_\_\_\_ is a region of the atmosphere that is ionized by solar radiation.

(10 × 1 = 10 marks)

**Section B**

Write short note on any *five* of the following :

- 1 Eco-Management and Audit Scheme.
- 2 Effects of Deforestation.

- 3 Environmental ethics.
- 4 Causes of Noise Pollution.
- 5 U N Conference on human environment - 1972.
- 6 Eutrophication.
- 7 Effects of noise pollution.
- 8 Provisions of Air Pollution Control Act 1981.
- 9 Causes of deforestation.
- 10 Earth Summit 1992.
- 11 Green house effect.

(5 × 2 = 10 marks)

### Section C

*Answer any two questions in detail.*

- 1 Write an essay about causes of Global Warming and preventive measures for reducing it.
- 2 Discuss in detail about the causes, effects and solutions of air pollution.
- 3 Discuss about the environmental clearance requirements for establishing industries in India.
- 4 Describe waste disposal methods in detail.

(2 × 10 = 20 marks)

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B.H.M.

BHM 42—FINANCIAL MANAGEMENT—II

Time : Two Hours

Maximum : 40 Marks

**Section A**

*Answer any four questions.*

1. Explain the sources of financing working capital.
2. What are the problems in Responsibility Accounting ?
3. Explain briefly the classification of Project.
4. What are the elements of Cost Audit Planning ? Explain.

5. Given :

Sales 10,000 units

Variable cost per unit Rs. 10

Sales Rs. 2,00,000

Fixed cost Rs. 40,000

Selling price per unit Rs. 20.

You are required to find out :

- (a) Contribution.
  - (b) P/V Ratio.
  - (c) Break-even point in Rupees.
  - (d) Break-even point in Units.
6. The following details are available :
- Minimum consumption – 50 units per day.
- Maximum consumption per day 75 units per day.
- Normal consumption 50 units per day.
- Re-order period 4 – 6 days.
- Re-order quantity 300 units.

**Turn over**

Calculate :

- (a) Minimum stock level.
- (b) Maximum stock level and
- (c) Re-order level.

(4 × 7½ = 30 marks)

### Section B

*Answer any four questions.*

- 7. How revenue per available room is calculated ?
- 8. What are the principles Internal Control ?
- 9. What is operating cycle concept of working capital ?
- 10. What is P/V Ratio ?
- 11. What is Project Feasibility Study ?
- 12. What is NPV ?

(4 × 2½ = 10 marks)

**FOURTH YEAR B.H.M. DEGREE (REGULAR/SUPPLEMENTARY)  
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**B.H.M.**

**BHM 43—BUSINESS ENTREPRENEURSHIP**

**Time : Two Hours**

**Maximum : 40 Marks**

**Section A**

**I. Answer any *five* of the following :**

- 1 Define entrepreneurial culture.
- 2 Define an Entrepreneur.
- 3 What is sensitivity training ?
- 4 Who is a Fabian entrepreneur ?
- 5 Expand SIDBI.
- 6 What is an institutional assistance ?
- 7 What is a small scale unit ?

**(5 × 1 = 5 marks)**

**Section B**

**II. Write short note on any *three* of the following :**

- 1 Elaborate the various types of entrepreneurs.
- 2 How according to you would entrepreneurship affects Indian economy ?
- 3 Write a brief note on the role of Industrial estates.
- 4 Elaborate the role of Industrial Credit and Investment Corporation of India(ICICI).
- 5 Brief about the phases of project management.

**(3 × 5 = 15 marks)**

**Section C**

**III. Answer any *two* of the following :**

- 1 Explain the various steps involved in starting a business venture.
- 2 Elaborate the role of any five financial institutions set up by the government that helps industrial development.
- 3 Discuss the role of small scale enteiprises in the economic development of a developing country.

**(2 × 10 = 20 marks)**

**FOURTH YEAR B.H.M. DEGREE (REGULAR/SUPPLEMENTARY)  
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B.H.M.

BHM 44—EVENT MANAGEMENT

Time : Two Hours

Maximum : 40 Marks

**Section A**

*Attempt any five of the following.*

1. What is E-marketing ?
2. What is a Symposium ?
3. Define : Event Theme.
4. Define : Cause-related events.
5. Define : Product Launch.
6. Who is an Event Volunteer ?
7. What is Feasibility study ?

(5 × 1 = 5 marks)

**Section B**

*Attempt any three.*

1. Write short note on the Bombay shop and establishment act.
2. What are the steps involved in selecting a venue ?
3. List the roles and responsibilities of an event manager.
4. What are the factors to take into consideration when developing an event concept ?
5. Explain about Event Proposal.

(3 × 5 = 15 marks)

**Section C**

*Attempt any two.*

1. Explain in detail about the steps involved in managing an event.
2. Explain about the legal formalities and permission from competent authorities for conducting an Event.
3. Discuss about the various elements of event in detail.

(2 × 10 = 20 marks)

**FOURTH YEAR B.H.M. DEGREE (REGULAR/SUPPLEMENTARY)  
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B.H.M.

BHM 41—TRAVEL AND TOURISM MANAGEMENT

Time : Two Hours

Maximum : 40 Marks

**Section A**

*Attempt any five of the following.*

1. Expand FIT and GIT.
2. Why are FAM tours conducted ?
3. Name any two leading travel agency in the world.
4. Expand : ASTA.
5. What do you understand by wellness tourism ?
6. What is home stay concept ?
7. What is the need for Travel Insurance ?

(5 × 1 = 5 marks)

**Section B**

*Attempt any three.*

1. Explain the history of tourism in detail.
2. What are the key responsibilities of a travel agent ?
3. What are the procedures to exchange foreign currency in India ?
4. Write short note on the levels of tourism planning.

(3 × 5 = 15 marks)

**Section C**

*Attempt any two.*

1. List and explain about the different types of accommodation offered in the tourism industry.
2. Discuss the role of local bodies in the development of tourism at destinations.
3. Explain about the different festivals of India with their significance.

(2 × 10 = 20 marks)

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B.H.M.

BHM 39—FACILITIES MANAGEMENT

Time : Two Hours

Maximum : 40 Marks

**Section A**

*Answer any five questions.  
Explain the following in one or two sentences.*

1. Plinth area.
2. Expand : FHRAI.
3. Heritage hotel.
4. Expand : HACCP.
5. Modular construction.
6. Franchising.
7. Carpet area.

(5 × 1 = 5 marks)

**Section B**

*Attempt any three.*

1. List any six equipment required for the smooth functioning of commercial kitchen with its use.
2. List the factors to consider while searching for a perfect restaurant location.
3. Write short note on the importance of Kitchen Stewarding department.
4. Write short note on planning Employee and hotel administration facilities.
5. Discuss the advantages of hotels and restaurants getting classified.

(3 × 5 = 15 marks)

**Section C**

*Answer any two.*

1. Explain Systematic Layout Planning pattern in detail.
2. What are the licenses and permits required to operate food and beverage outlets in Kerala ? Explain.
3. Explain the factors that affect the layout and design of a commercial kitchen.

(2 × 10 = 20 marks)



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B.H.M.

BHM 38—SALES AND MARKETING

Time : Three Hours

Maximum : 80 Marks

**Section A**

*Define any five of the following.*

*Each question carries 2 marks.*

1. Wants.
2. Customer Satisfaction.
3. Marketing.
4. Brand Equity.
5. Market Segmentation.
6. Product Life- Cycle.
7. SWOT.

(5 × 2 = 10 marks)

**Section B**

*Attempt any three of the following.*

*Each question carries 10 marks.*

1. What is marketing Intelligence ? Elaborate on the sources of marketing intelligence.
2. Elaborate on the marketing mix concept in hospitality sector.
3. Explain the need and importance of in-house marketing.
4. How crucial is the role of women in hospitality marketing ?

(3 × 10 = 30 marks)

**Section C**

*Attempt any two of the following.*

*Each question carries 20 marks.*

1. Write an elaborate note on the internal and external factors affecting pricing decisions.
2. Differentiate between goods and services in detail with vital examples.
3. Write a brief note on various promotional tools used in hospitality sector.

(2 × 20 = 40 marks)

**FOURTH YEAR B.H.M. DEGREE (REGULAR/SUPPLEMENTARY)  
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**BHM**

**BHM 37—ACCOMMODATION MANAGEMENT**

Time : Three Hours

Maximum : 80 Marks

**Section A**

*Answer in not more than 60 words (any five).*

*Each question carries 4 marks.*

1. What are the specifications needed for washroom layout for differently abled people ?
2. What do you mean by Time and motion study ?
3. Mention the types of recruitment with examples.
4. Differentiate between sheer curtain and heavy drapes.
5. What are the points to remember when communicating with employees ?
6. Write short note on soft furnishings.

(5 × 4 = 20 marks)

**Section B**

*Write briefly (any two).*

*Each question carries 10 marks.*

1. Briefly explain on energy conservation methods followed in housekeeping
2. Explain about planning trends for guestrooms of a five star hotel
3. Explain in detail about ego stages

(2 × 10 = 20 marks)

## Section C

*Answer all questions.*

1. Explain in detail about the design principles for planning the layout of a guestroom in a five star hotel

*Or*

Write an essay about the different types of training required for Housekeeping staff with the training methods.

(20 marks)

2. Explain the various barriers of effective communication.

*Or*

Discuss about the steps involved in performance appraisal process.

(20 marks)

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B.H.M.

BHM 36—FRONT OFFICE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

**Section A**

*Answer any ten in one or two sentences.  
Each question carries 1 mark.*

- |                          |                        |
|--------------------------|------------------------|
| 1. VTL.                  | 2. Stay over.          |
| 3. Incentive.            | 4. FHRAI.              |
| 5. Hurdle rate.          | 6. PSO.                |
| 7. Allowance voucher.    | 8. CVGR.               |
| 9. CAS.                  | 10. Potential Revenue. |
| 11. Market Segmentation. | 12. EPBAX.             |

(10 × 1 = 10 marks)

**Section B**

*Write short note on any three of the following.  
Each question carries 4 marks.*

1. What are the benefits of Yield Management ?
2. What do you understand by the term 'Elasticity of Demand' ?
3. Explain Business Process Re-engineering.
4. Differentiate between Vouchers and Folios.

(3 × 4 = 12 marks)

**Section C**

*Explain in brief about any three.  
Each question carries 6 marks.*

1. What are the methods of account settlement in hotels ?
2. Write the Job Description of Night auditor.
3. Briefly explain the methods of selection.
4. Explain Foreign Currency exchange procedure.

(3 × 6 = 18 marks)

**Turn over**

**Section D**

*Answer any two in detail.  
Each question carries 20 marks.*

1. Explain the step-by-step procedure of Night Audit process.
2. Write in detail about various strategies used in Yield Management in Hotels.
3. Narrate the importance of Human Resource Management in Hospitality Industry.

(2 × 20 = 40 marks)

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**FOURTH YEAR B.H.M. DEGREE (REGULAR/SUPPLEMENTARY)  
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B.H.M.

BHM 35—ADVANCED FOOD AND BEVERAGE SERVICE—I

Time : Three Hours

Maximum : 80 Marks

**Section A**

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

1. Define : Fringe benefits.
2. What is contract catering ?
3. Define : Acquisition.
4. Define : Blind receiving.
5. Define : Compensation.
6. Define : Physical inventory.
7. Define : Controllable cost.
8. Define : Trade test in the hotel.
9. Define : Meal experience.
10. Define : Overhead cost.
11. Define : Mega Events.
12. What is mean by Break-even point ?

(10 × 1 = 10 marks)

**Section B**

*Briefly explain any five question.  
Each question carries 5 marks.*

1. What are the factors to consider while finalizing the location for a Food and Beverage Outlet ?
2. Discuss in details about sales analysis performed by the Supervisory staff in food and beverage outlets.

**Turn over**

3. Write short note on meat tag with its importance.
4. Explain in detail about any *two* methods of training employees in hotels.
5. Explain the duties and responsibilities of food and beverage controller.
6. Write short note on Sea catering.
7. What are the parts of a bar ? Explain.

(5 × 5 = 25 marks)

### Section C

*Briefly explain any three questions.*

*Each question carries 15 marks.*

1. Explain in detail about the factors affecting Restaurant Planning and Designing.
2. Elucidate the methods of beverage control and list the storage records.
3. With the help of the flow chart, explain how menu items are grouped upon the popularity amongst guests.
4. Draw the hierarchy of Food and Beverage department and explain the duties and responsibilities of Food and Beverage Manager.
5. What are the licenses and permits required to operate food and beverage outlets in Kerala ? Explain.

(3 × 15 = 45 marks)

**FOURTH YEAR B.H.M. DEGREE (REGULAR/SUPPLEMENTARY)  
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**B.H.M.**

**BHM 34—ADVANCED FOOD PRODUCTION**

Time : Three Hours

Maximum : 80 Marks

**Section A**

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

1. The aspects of food, water or other substances that an individual experiences via the senses including taste, sight, smell, and touch is called as \_\_\_\_\_.
2. Evaluating food by a panel of specialists or consumers for critiquing is termed as \_\_\_\_\_.
3. The full form of SPS in relation to the food purchasing is \_\_\_\_\_.
4. \_\_\_\_\_ in culinary terms refers to how much you will have a finished or processed product.
5. A \_\_\_\_\_ is a financial plan expressed in quantitative terms, prepared by the management in advance for the forthcoming period.
6. \_\_\_\_\_ means the estimation of future trends and outcomes, based on the past and present data.
7. \_\_\_\_\_ is the destruction of all pathogenic or disease-causing micro-organisms including their spores.
8. \_\_\_\_\_ describes the work to be done by the results desired with regards to kitchen equipment
9. The ideal dry store temperature range is \_\_\_\_\_.
10. \_\_\_\_\_ is an itemized list of the goods or products delivered to a food preparation premise
11. The minimum amount of stock that should be available in the store is called as \_\_\_\_\_.
12. The full form of POS is \_\_\_\_\_.

(10 × 1 = 10 marks)

**Section B**

*Answer briefly (any five).  
Each question carries 5 marks.*

1. List down the functions of kitchen stewarding department.
2. Discuss about work triangle.



3. List the characteristics of a good fuel.
4. Differentiate between Satellite Kitchen and Fast food Kitchen.
5. Discuss in detail about food trials.
6. Explain the concept of standard recipe.
7. Explain briefly the importance of quality control in kitchen.

(5 × 5 = 25 marks)

### Section C

*Explain in detail (any three).*

*Each question carries 15 marks.*

1. Explain the duties and responsibilities of a store keeper.
2. Explain the point to be kept in mind while of developing a new recipe.
3. Define yield. Explain the importance of yield in kitchen operation.
4. Explain the factors that affect kitchen designing.
5. Narrate the importance of proper work flow planning in a kitchen.

(3 × 15 = 45 marks)