

QP CODE: 20100112



Reg No :

Name :

BCOM DEGREE (CBCS) EXAMINATION, FEBRUARY 2020

Fifth Semester

Optional Core - CO5OCT04 - HOSPITALITY MANAGEMENT

B.Com Model I Travel & Tourism, B.Com Model II Travel & Tourism, B.Com Model III Travel & Tourism

2017 Admission Onwards

94526E50

Time: 3 Hours

Maximum Marks :80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is induction?
2. Point out pre requisites of hospitality management.
3. List any two functions of front office department?
4. What is a log book?
5. What is secondary accommodation?
6. Explain corporate rate.
7. What do you mean by human resource management?
8. What is catering?
9. What do you mean by eco friendly accommodation?
10. What do you mean by guest house accommodation?
11. What do you mean by MICE tourism?
12. What are fiscal and non fiscal incentives?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain history of hospitality management.





14. What is the importance of history in hospitality management?
15. Give brief summary about the accounts department of a hotel?
16. What are the functions of security and maintenance department?
17. Give short note on different forms of hotel ownership.
18. What is the need of public relations in hotel industry?
19. What are the ethical issues in hospitality management?
20. Point out the challenges of managing hotels?
21. What are the new trends in hospitality industry?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Comment on the role of hotel industry in promoting tourism?
23. Explain emerging trends of promotion.
24. Explain the functions of travel agency?
25. Describe the challenges and threads of hospitality industry in India?

(2×15=30)

