



QP CODE: 22100112

22100112

Reg No :

Name :

**B.COM DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, JANUARY
2022**

Fifth Semester

Optional Core - CO5OCT04 - HOSPITALITY MANAGEMENT

Common for B.Com Model I Travel & Tourism, B.Com Model II Travel & Tourism and B.Com
Model III Travel & Tourism

For Regular Candidates : 2017 Admission Onwards

For Private Candidates : 2019 Admission Only

238248F6

Time: 3 Hours

Max. Marks : 80

Instructions to Private candidates only: This question paper contains **two sections**. Answer **SECTION I** questions in the answer-book provided. **SECTION II**, Internal examination questions must be answered in the question paper itself. Follow the detailed instructions given under **SECTION II**

SECTION I

Part A

Answer any **ten** questions.

Each question carries **2** marks.

1. Explain nature of hospitality.
2. What is sole proprietorship?
3. Who are desk controller?
4. What is message register?
5. What is primary accommodation?
6. Explain limitations of public relations.
7. What is hospitality culture?
8. What are the types of catering service?
9. What do you mean by hospitality industry?
10. What is sales and marketing in hotel?
11. What do you mean by guest house accommodation?





12. What do you mean by MICE tourism?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. What are the importance of hospitality management?

14. What is the present status of hospitality industry in India?

15. Comment on the scope of hotel industry.

16. Explain the role of sales and marketing department in development of hotel.

17. What is grouping of hotel?

18. Note limitations involved in hotel promotion.

19. What are the importance of human resource management in hotel industry?

20. Distinguish the difference between travel agency and tour operator.

21. Write a brief note on fiscal and non fiscal incentives for hotel industry.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain the responsibilities of front office manager, assistant front office manager and receptionist.

23. Explain the pricing strategies of hotel.

24. Explain the threats and challenges of managing hotels.

25. Discuss the challenges faced by hospitality industry.

(2×15=30)

