

CENTRAL UNIVERSITY OF HARYANA

Third Semester Term End Examinations January 2023

Programme: MHMCT

Session: 2022-23

Semester: III

Max. Time: 3 Hours

Course Title: Entrepreneurship in Hotels

Max. Marks: 70

Course Code: SLLCH THM 01 03 02 DCEC 4004

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.

2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1.

(4X3.5=14)

- a) Define Social entrepreneurship.
- b) Mention any four problems faced by hospitality entrepreneurs.
- c) Explain the various methods of generating a business idea.
- d) Define technical feasibility.
- e) Explain Environmental Scanning
- f) Why market research needed for new venture?
- g) Define Business Plan.

Q 2.

(2X7=14)

- a) Discuss the various problems encountered by women entrepreneur in India.
- b) Explain the steps involved in the process of sensing entrepreneurial opportunities.
- c) Write in detail about the scope of entrepreneurship in hospitality sector.

Q3.

(2X7=14)

- a) Why does entrepreneur need a feasibility plan?
- b) What do you mean by PESTEL and SWOT analysis in Business?
- c) What are the Loans available for starting Industrial venture in India?

Q 4.

(2X7=14)

- a) Explain the Classification of Ownership Structure.
- b) What are the Marketing Strategies involved in Entrepreneurship?
- c) What is the need for laws and regulations in hotels and catering industry? Explain in brief.

Q 5.

(2X7=14)

- a) Explain Advantages and Disadvantages of Internal and External Evaluations.
- b) What is Rural Entrepreneurship? What significant role can the rural entrepreneurs play in economic development of our country? Discuss.
- c) How to prepare an ideal project report by entrepreneur?

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations January-2023

Programme: MHMCT

Session: 2021-22

Semester: Third

Max. Time: 3 Hours

Course Title: Advance Accommodation Management

Max.Marks: 70

Course Code: SLLCH THM 01 03 03 C 3014

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and a half Marks.
2. Questions no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) Explain night auditing.
- b) What is cash control?
- c) Define yield management.
- d) What is the requirement of yield management in hotels?
- e) What do you understand by pest control in hotels?
- f) Describe different types of lighting used in hotels.
- g) Name different types of flower arrangements used in hotels.

Q 2. (2X7=14)

- a) Explain the purpose of night auditing.
- b) Briefly explain the process of night auditing?
- c) What do you understand by cash and credit control in hotel?

Q3. (2X7=14)

- a) Discuss the objectives and benefits of yield management?
- b) Discuss various tools and strategies of yield management used by hotels?
- c) What are the formulas used to measure yield in hotels, explain in brief?

Q 4. (2X7=14)

- a) Explain different methods of pest control, used in hotel industry?
- b) Explain the role of housekeeping supervisor in in five-star hotel?
- c) What are the thumb rules to handle basic complaint in hotels?

Q 5. (2X7=14)

- a) What do you understand by interior decoration and explain the elements of design?
- b) Define flower arrangement, and explain the tools and techniques used in flower arrangement?
- c) What do you understand by color wheel and explain the importance of colors in hotels?

CENTRAL UNIVERSITY OF HARYANA
Third Semester Term End Examinations January 2023

Programme: MHM&CT

Semester: Third

Course Title: Advance Food & Beverage Service Management

Course Code: SLLCH THM 01 03 02 C 3014

Session: 2022-23

Max. Time: 3 Hours

Max. Marks: 70

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.

2. Question no. 2 to 5 have three parts and student are required to answer any two parts of each question. Each part carries seven marks.

Q 1. Explain the Following in Short. (4X3.5=14)

- a) Standard Recipe
- b) Food Cost
- c) Par stock
- d) FIFO
- e) Bin Card
- f) Invoice
- g) Meat Tag

Q 2. (2X7=14)

- a) What do you understand by SPS and write its advantage and disadvantages?
- b) Define Cost what are the different types of cost that are incurred in hotels?
- c) List the seven main buying methods that may be used for Purchasing of food & Beverage items in a five-star Hotel.

Q3. (2X7=14)

- a) Explain Beverage Production Control.
- b) Enlist the reasons for extra control over Beverage in Hotels.
- c) Write the Process of Beverage Storing and Issuing Control in a bar?

Q 4. (2X7=14)

- a) What is a Bar? Explain the functions of various parts of the bar.
- b) List the Possible Frauds that the Dishonest bar staff may Indulge in bar operations.?
- c) Write the various methods of pouring the drinks in a Bar.

Q 5. (2X7=14)

- a) Write the objectives and advantages of food cost control.
- b) Explain the various stages of control cycle with the help of a neat flow chart diagram.
- c) Explain the different Reasons for High Food Cost in Hotels.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations January-2023

Programme: MHMCT

Session: 2021-22

Semester: Third

Max. Time: 3 Hours

Course Title: Customer Relationship Management in Hotels

Max. Marks: 70

Course Code: SLLCH THM 01 03 04 C 4004

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and a half Marks.
2. Questions no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) What do you understand by relationship marketing?
- b) What is CRM process for B2B?
- c) What do you understand by customer acquisition?
- d) What is CRM software solution for B2C?
- e) What do you understand by customer database and information system?
- f) What do you understand by CRM in hotels?
- g) What is e-CRM strategy in service market?

Q 2. (2X7=14)

- a) Explain the importance of CRM in hotels?
- b) Briefly explain the customer retention strategies while working in hotel.
- c) What is the concept of lifetime customer and customer loyalty?

Q3. (2X7=14)

- a) Explain the difference between customer retention and customer satisfaction.
- b) What do you understand by customer life time value and explain types of relationship management?
- c) Describe the process of CRM for B2C markets.

Q 4. (2X7=14)

- a) Explain different types of technological application used in CRM.
- b) Discusses and explain the strategies used in database marketing.
- c) Explain how customer loyalty and profitability can manage through technology?

Q 5. (2X7=14)

- a) What is the importance of e-CRM in service marketing in hotel?
- b) How do you implement e-CRM strategies while working in a five-star hotel?
- c) Explain the difference between e-Market and regular market.

CENTRAL UNIVERSITY OF HARYANA
Third Semester Term End Examinations January 2023

Programme: MHM&CT
Semester: III
Course Title: Advance Food Production Management
Course Code: SLLCH THM 01 03 01 C 3036

Session: 2022-23
Max. Time: 3 Hours
Max. Marks: 70

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and student are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) Explain various regions of oriental cuisine.
- b) Discuss about European Cuisine regions.
- c) Write down equipments of Italian cuisine
- d) Define Sausages and their origin.
- e) What do you mean by forcemeats?
- f) Differentiate between Ham and Bacon
- g) Name five pastries.

Q 2. (2X7=14)

- a) Write a detailed note on the historical background of oriental cuisine.
- b) Discuss in detail regional influence, specialties and equipment used with reference to Thai Cuisine.
- c) What is the regional cooking style of China? Discuss in detail. Briefly explain one popular dish from China.

Q3. (2X7=14)

- a) "Geographical location plays an important role in the staple diet of people". Justify this statement with suitable examples.
- b) Discuss in detail regional influence, specialties and equipment used with reference to Great Britain Cuisine.
- c) Write Short notes on: a) Mexican Cuisine and b) German Cuisine.

Q 4. (2X7=14)

- a) Describe the various types of sausages, casings and fillings.
- b) "Marinades play an important role in chicken and meat preparation". Comment.
- c) Discuss the processing and various cuts of Ham.

Q 5. (2X7=14)

- a) What is an Icing? Differentiate between icing and toppings.
- b) Explain the recipe of making lemon tart. Also discuss about origin of tarts.
- c) Explain the method of preparation of Vanilla Ice Cream. Also explain two preservatives used in ice creams.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations January 2023

Programme: MHM&CT

Session: 2022-23

Semester: Third

Max. Time: 3 Hours

Course Title: Dynamics of Housekeeping

Max. Marks: 70

Course Code: SLLCH THM 01 03 01 GEC 4004

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.

2. Question no. 2 to 5 have three parts and student are required to answer any two parts of each question. Each part carries seven marks.

Q 1. Explain the Following in Short. (4X3.5=14)

- a) Deep cleaning
- b) Scanty baggage
- c) Par stock
- d) Housekeeping
- e) Amenity
- f) Check -In
- g) Routine Maintenance

Q 2. (2X7=14)

- a) Explain the functions of Housekeeping Department in Detail.
- b) Write an essay on coordination & cooperation of Housekeeping Department with others departments.
- c) Draw the organization chart of Housekeeping Department and discuss the duties of Executive Housekeeper.

Q3. (2X7=14)

- a) Explain the different types of Laundry with their Advantages & Disadvantages.
- b) Write the general procedure of Stain removal.
- c) Explain the Laundry Process from Pre-washing to Finishing.

Q 4. (2X7=14)

- a) Explain the Cleaning and Maintenance of various surfaces.
- b) Discuss the design and use of indoor plants in Hotels.
- c) Enlist and explain the cleaning equipments used in Housekeeping Department.

Q 5. (2X7=14)

- a) Explain various types of Flower arrangements.
- b) Write the role of Horticulture department in Hotels.
- c) Explain the importance of interior decoration in a five-star Hotel.

