

TM154500A

Reg. No:.....

Name:.....

**M. T .T. M. DEGREE (C.S.S.) EXAMINATION, MARCH 2017
SEMESTER IV – TOURISM AND TRAVEL MANAGEMENT
TM4C19M - HOSPITALITY MANAGEMENT**

Time: Three Hours

Maximum Marks: 75

**PART A
Short Answer Questions**

I. Answer any five questions. Each question carries 3 marks.

1. What is ecotels? Give example
2. What is guest folio?
3. Explain the important features of service products?.
4. What do you mean by physical evidence of tourism products?
5. Write a note on IRCTC catering?
6. What is FHRAI? Explain its activities
7. What is a chain hotel? Write a note on two domestic chain hotels in India

(5x3=15)

**PART B
Short Essay**

II. Answer any six questions. Each question carries 5 marks

8. Explain the different forms of ownership of hotels.
9. Write a note on functions of housekeeping department.
10. Explain the functions of sales and marketing department of a hotel.
11. Explain the important promotional techniques used in hospitality sector.
12. Which are the major types of pricing strategies used by hotels?
13. Discuss the various food services for the leisure market.
14. Elaborate on various health care and food services.
15. What is industrial catering? Explain with examples.
16. What is CRS? Explain its usage in hospitality sector.

(6x5=30)

**PART C
Essay**

III. Answer any two questions. Each carries 15 marks.

17. Explain in detail about the classification of hotels.
18. Discuss in detail about the seven P'S of marketing.
19. Explain the organisational hierarchy of F O department. Explain its functions.
20. Describe the role of various associations and institutions in hospitality management.

(2x15=30)