

TM241184F

26.11

Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, NOVEMBER 2024

2024 ADMISSIONS REGULAR

M.T.T.M SEMESTER I - CORE COURSE

TT1C04TM20 - Hospitality Operations and Management

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight

(8x1=8)

1. Explain the term Condominium.
2. What is Grade Manager?
3. Name the Uniformed services of the front office department.
4. What do you mean by Satellite Kitchens?
5. What do you mean by Food Bars?
6. Explain the needs for market segmentation?
7. Explain the term Tele Marketing.
8. Why do we need to promote a hotel product?
9. Explain Open Dining Concept in Cruise.
10. Expand FHRAI .

Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. Describe the Categorization of Hotel adopted by India.
12. Evaluate on the different types of Bars in Hotel.
13. Draw the Organizational Structure of the housekeeping department and explain the roles played.
14. Discuss the different points to be taken into consideration while selecting media for hotel business.
15. Evaluate the salient features of the hotel Product.
16. Write on the various Institutional food services available in the market?
17. What do you mean by Institutional Catering. Write on the difference between Institutional and Commercial Catering.
18. Highlight on the green policies adopted in the hospitality Industry.

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. Explain the term Accommodation and briefly explain the new concepts of accommodation.
20. Elucidate on the Non Revenue Generating Departments of the Hotel.
21. " The hidden salesforce play an effective role in promoting the hotel business" Comment on this statement.
22. Elucidate on the various retail food outlet options available for the hotel segment.