

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR – 2016-2017

COURSE : 1st Semester of 2-year M.Sc. in HA
SUBJECT : Hospitality Management
TIME ALLOWED : 03 Hours MAX. MARKS: 100

(Marks allotted to each question are given in brackets)

Q.1. Define quality alongwith its dimensions. Justify how TQM plays a significant role in assessing challenges in hospitality industry with reference to daily operations.

OR

Elucidate in details with examples how CRM is beneficial in improving long term profitability and customer retention.

(10)

Q.2. List various factors deemed necessary in Market Segmentation. Differentiate between Product and Target Marketing.

OR

Define Budgetary responsibility. Classify budgets and figure out a budget process flowchart.

(10)

Q.3. A fine dining restaurant is different from a casual dining restaurant. Justify with examples.

OR

In today's turbulent competitive market scenario, it is very cumbersome to sustain the growth and profitable business. What are the several pricing strategies you would like to incorporate in your 5 star restaurant to enforce best quality and quantity?

(10)

Q.4. State briefly about menu merchandising. List its advantages and disadvantages.

OR

WOW factor is considered as a prime quintessential feature in repeating business. Justify this statement with reference to qualitative service oriented sectors.

(10)

Q.5. Write short notes on **any five**:

- (a) ISO
- (b) Shop and Establishment Act
- (c) Corporate Social Responsibility
- (d) Apprentices Act 1961 and Employment Exchange Act 1959
- (e) Waste Management
- (f) Quality Assurance
- (g) BIS
- (h) HACCP

(5x4=20)

Q.6. Discuss the seven principles of HACCP. Develop a HACCP module with steps for your organisation.

(10)

Q.7. What measures will you adopt for preventing fire hazards in your hotel? Elucidate with the context of guest safety.

OR

Waste management plays a vital role in hotels. Justify the role of management with examples and adopted policy measures.

(10)

Q.8. What do you understand by branding and re-branding? Discuss.

(10)

Q.9. Quality is planned not accidental. Discuss with examples from hospitality industry.

(10)
