

ROLL NO. _____

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR – 2014-2015

COURSE : 1st Semester of M.Sc. in Hospitality Administration
SUBJECT : Hospitality Management
TIME ALLOWED : 03 Hours

MAX. MARKS: 100

(Marks allotted to each question are given brackets)

Q.1. Explain how market segmentation can be used for developing effective marketing strategy for a hotel.

OR

In the competitive Market situation, indicate briefly the possible pricing strategies you would recommend for maximization of profit for a stand-alone restaurant.

(10)

Q.2. A fundamental goal of CRM is to improve long-term growth and profitability through a superior understanding of customer behavior. Explain.

OR

What is quality and its various dimensions? Why is managing quality a challenge in hospitality industry?

(10)

Q.3. List **Seven** different pricing methods. Explain with examples **any four** methods in context to a multi-cuisine restaurant?

OR

How different would the management of a stand-alone restaurant be from that of a restaurant attached to a five-star hotel? Explain the difference in the marketing and production aspects in detail.

(10)

Q.4. What is budgeting? Explain different types of budgets used in a hotel with their advantages.

(10)

Q.5. What should be the pricing strategy for food & beverage product when one is rebranding an establishment?

(10)

- Q.6. Explain the Demand & Supply forces shaping food service industry with examples. (10)
- Q.7. What are the various sources of energy with emphasis on their availability and methods of usage? (10)
- Q.8. Write short notes on **any two**:
- (a) Shops and Establishment Act.
 - (b) Apprentices Act 1961 and Employment Exchange Act 1959.
 - (c) Social Responsibility of Hotels.
- (2x5=10)
- Q.9. With terrorism becoming a big threat, Hotel Security System have adopted modern system to counter this threat. Discuss. (10)
- Q.10. (a) What are the main points you would consider with regard to fire safety in dining place? Write atleast **five** points.
(b) What are **seven** steps of HACCP. (5+5=10)
