

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR – 2015-2016

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. What are the issues faced by food & beverage service industry in relation to 'consumer concerns'?

OR

How would you derive the food & beverage cost for a new Chinese restaurant in a metropolitan city of India? Explain.

(10)

Q.2. What is budget? Discuss the budgeting process for food & beverage service management.

(10)

Q.3. What are the various pricing strategies for accommodation sector in hospitality management?

OR

What are the various distribution channels for accommodation in hotels of India?

(10)

Q.4. What is CRM? Define the role and benefits of CRM in hospitality industry.

(10)

Q.5. How is the safety standards different from security system in hotels?

(10)

Q.6. List and describe licenses and permits required in opening an F&B outlet in a metro city.

(10)

Q.7. Cyber space is a virtual world available to a vast majority. It is necessary to remember that internet is not a private network. Comment with reference to privacy on internet and cyber laws.

(10)

Q.8. What is the need for laws and regulations in hotels and catering industry? Explain.

(10)

Q.9. Briefly explain **any two**:

- (a) Marketing policies in managing the various lodging properties.
- (b) Site selection economies.
- (c) Sanitation requirement in hotels.

(2x5=10)

Q.10. Write short notes on **any four**:

- (a) Casual upscale dining
- (b) Service delivery in F&B Service
- (c) ISO standards
- (d) Franchising
- (e) Trademark

(4x2 ½ =10)
