

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR – 2018-2019

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. Classify budgets. Design a flowchart exhibiting the budgetary process.

OR

Describe in details the stepwise safety measures to be followed during a fire outbreak in a hotel room. (10)

Q.2. Explain various Pricing Strategies adopted to sustain growth and profitable business during different phase of hospitality business. Give a suitable example.

OR

Discuss the role of CRM in understanding repeated business and customer behaviour. (10)

Q.3. Devise out various eco-friendly measures to control waste and conserve energy. Justify with relevant examples from hospitality industries.

OR

Explain TQM in detail. How Quality Assurance is different from Quality Control citing relevant example. (10)

Q.4. How would you merchandise your menu for a newly opened restaurant? Discuss market segmentation with relevance to fine and casual dining restaurant.

OR

List the licenses and permits needed for opening a 5-star hotel. (10)

Q.5. Elucidate the link of Demand and Supply of resources in context to catering requirements. (10)

Q.6. Write short notes on **any five**:

- | | |
|------------------------------------|---------------------------|
| (a) Shop & Establishment Act, 1923 | (b) CSR |
| (c) ISO | (d) Quality Assurance |
| (e) Ecotel | (f) HACCP |
| (g) Employment Exchange Act, 1959 | (h) Apprentices Act, 1961 |

(5x4=20)

Q.7. Discuss the **seven** principles of HACCP. Develop a HACCP module with steps for your hotel. (10)

Q.8. WOW factor is indispensable. Justify with examples. (10)

Q.9. As a young entrepreneur, how would you establish and promote a village hill resort. (10)
