

E 1448

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Reg. No.....

Name.....

**B.T.S. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2015**

**Fourth Semester**

Core Course 15—HOSPITALITY MANAGEMENT AND PUBLIC RELATIONS

(2013 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer all questions.*

*Each question carries 1 mark.*

1. Which hotel in Mumbai is famous because of its association with the Indian Independence ?
2. Write an example of tree house hotel.
3. Which is the tallest hotel ?
4. Expand ADB campaign.
5. Which country is introduced the concept of Motel ?
6. Name the process which separates accommodation into different grades of classes.
7. The term 'musafir Khanas' associated with :
8. Which type of hotel is situated in Metropolitan cities and provide modern western style luxury to their guests ?
9. Who handle guest baggage at the time of arrival and departure in the hotel ?
10. A plan which includes charges for bed, breakfast and two meals is called.

(10 × 1 = 10)

**Part B**

*Answer any eight questions.*

*Each question carries 2 marks.*

11. What does sale of room mean ?
12. Explain double suite.
13. Who is a guest ?
14. What is resort hotel ?
15. Explain self check out.
16. What is single room ?
17. Write the concept of paid in Advance (PIA).

**Turn over**

18. What is Pent house ?
19. What is Red Book ?
20. Explain overbooking.
21. What is Quad ?
22. What is multiple occupancy ?

(8 × 2 = 16)

### Part C

*Answer any **six** questions.  
Each question carries 4 marks.*

23. Write the history of hotel industry.
24. Explain the problems faced by the hotel industry in the 21st century.
25. How can classify the guest of a hotel ?
26. Explain the classification of hotels on the basis of ownership.
27. What are the facilities needed for a front office staff ?
28. What are the functions of the information department in the hotel ?
29. Write the role of computers in hotel industry.
30. Briefly discuss various meals plan.
31. What are the basic requirements for the eligibility for star classification ?

(6 × 4 = 24)

### Part D

*Answer any **two** questions.  
Each question carries 15 marks.*

32. Explain the organisational structure of hotel.
33. Write the role of hospitality industry in travel and tourism field. How does it correlated ?
34. Write an essay on different star categorisation of hotel.
35. Explain the functions of house keeping department.

(2 × 15 = 30)