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Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2022**

Hotel Management and Catering Science

BSH 1B 01—INTRODUCTION TO HOSPITALITY INDUSTRY

(2019—2022 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Answer the following questions. 2 marks each. (maximum 25 marks) :*

1. When did the hotel industry originate ?
2. What are the ethics of hospitality ?
3. When was the first hotel built in America ?
4. What does a motel means ?
5. What is the meaning of a boutique hotel ?
6. What are chain hotels ?
7. What are business hotels ?
8. What are uniformed services in hotel ?
9. What is customer service in hotel ?
10. What is on premise and off premise catering ?
11. What is the meaning of condominium hotel ?
12. What is meant by airline catering ?
13. What we mean by fast food ?
14. What makes a good hospitality employee ?
15. What is the meaning of limousine service ?

**Section B***Short Answer types. Each question carries 5 marks. (Maximum Marks 35) :*

16. What are the three types of institutional catering ?
17. What is the difference between a service and a product ?

**Turn over**

18. What is major and minor department of hotel ?
19. What is the job description of a front office manager ?
20. What are the seven common hotel classification ?
21. How does IRCTC catering work ?
22. What is Guest Relationship management ?
23. How did the Persians travel ?

### Section C

*Answer any two questions.  
Each question carries 10 marks.*

24. What are the minor revenue department of the hotel ? Explain in detail.
25. What is the importance of organization chart in front office department in hotel operation ?
26. What is a large hotel ? Elaborate.
27. Explain in detail about customer relationship management in hotels.

(2 × 10 = 20 marks)