

D 93928

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Name.....

Reg. No.....

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2020

Hotel Management and Catering Science

BSH 1B 01—INTRODUCTION TO HOSPITALITY INDUSTRY

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer Questions)

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. Who is external customer ?
2. What do you mean by Reservations ?
3. Floatels Define.
4. What is Guest relations in a hotel ?
5. Write 2 important traits of hospitality ?
6. Airline catering Write a short note.
7. What is Service product ?
8. Classify hotel on the basis of pricing plan ?
9. Casino Hotels. Define.
10. Institutional Catering. Explain.
11. What do you mean by Large hotels ?
12. Job specification means ?
13. Which are the minor revenue departments in a hotel ?
14. What is customer satisfaction ?
15. Few sentences on the history of hotels in America.

(10 × 3 = 30 marks)

Turn over

Section B (Short Answer Types)

*Answer at least **five** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Advent of Chain Hotels. Describe.
17. Briefly write about the origin of Hospitality.
18. History of Motel and its features. Explain.
19. Classify hotel on the basis of Levels of Services.
20. Emergence of Inns. Explain.
21. Which are the revenue departments of a hotel ?
22. What are the Functions of Reception ?
23. How to create excellent service mindset ?

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.*

Each question carries 10 marks.

24. What are the functions of Bell Desk.
25. Explain about different types of catering establishments.
26. Explain about customer satisfaction.
27. Emergence of Hotel Industry in India.

(2 × 10 = 20 marks)