

**D 73279**

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER B.A./B.Sc. DEGREE EXAMINATION, NOVEMBER 2019**

(CBCSS—UG)

Hotel Management and Culinary Arts/Catering Science

**BSH 1B 01—INTRODUCTION TO HOSPITALITY INDUSTRY**

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

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

1. Define Boutique Hotels.
2. Write any *two* differences between Service and Physical product.
3. What is the definition of Hotel ?
4. Fast food Outlets. Define.
5. What do you understand by Cruiseline ?
6. What are different functions of telephone department ?
7. Emergence of hotels in America.
8. Write down few job descriptions of a Lobby Manager ?
9. Define Surface Catering.
10. Types of Hospitality. Name them.
11. Difference between Job Description and Job Satisfaction.
12. Concept of Bed and Breakfast Hotel. Explain.
13. Customer service means.
14. Development of Hospitality in India during English Raj.
15. What do you mean by Time Share ?

**Turn over**

**Section B**

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

16. What are the different traits a hospitality personnel should have ?
17. Development of Hotel Chains. Briefly describe.
18. Distinguish between Service and Physical Product.
19. Classification of Hotel on the basis of duration of stay.
20. Customer service is important. Give reason.
21. Which are the uniformed services of a hotel ?
22. Customer Relation Management. Describe.
23. Which are the core departments of a hotel ?

**Section C**

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

24. Which are the subdivisions of Front Office ?
25. Hospitality Ethics and Standards. Describe.
26. Explain the growth of Hotel Industry in India.
27. Uniformed services in a hotel. Write in detail.

(2 × 10 = 20 marks)