

B.T.S. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2019**Fourth Semester**

Core Course 15—HOSPITALITY MANAGEMENT AND PUBLIC RELATIONS

(2013—2016 Admissions)

Time : Three Hours

Maximum Marks : 80

Part A (Short Answer Questions)*Answer all questions.**1 mark each.*

1. What is Up-selling ?
2. Define Hotel.
3. What is room tariff ?
4. Define the term 'Public Relations'.
5. What is a C-form used for ?
6. Who is a 'no show' ?
7. Name four multinational hotel chains operating in India.
8. What is scanty baggage ?
9. Define 'Buffet'.
10. Name the governing body that approves Star rating for a hotel.

(10 × 1 =10)

Part B (Brief Answer Questions)*Answer any eight questions.**2 marks each.*

11. What is express Check out ?
12. What are the salient features of a Resort ? Name a resort in Kerala.
13. What is Media relation strategy ?
14. What is the function of a Business centre in a hotel ?
15. What is the role of a valet in a hotel ?
16. List out the different forms of PR activity.

Turn over

17. What are the different meal plans available in a hotel ?
18. What are the major sources of reservations in a hotel ?
19. What is the main duty of a Bell boy ?
20. Who is a 'Concierge' ?
21. Differentiate between a Caravan and Tree-house.
22. What is an Airport Hotel ?

(8 × 2 = 16)

Part C (Descriptive/ Short Essay Questions)

*Answer any **six** questions.*

4 marks each.

23. Write a brief note on Ashok Group of hotels.
24. Explain the role of Internet in hospitality PR.
25. Who is a 'Night Auditor' ? Explain his duties.
26. Write a short note on 'Group Reservation'.
27. Front office department is the nerve centre of a hotel. Explain.
28. Discuss the role of Engineering and Maintenance department in a hotel.
29. List out the different F and B outlets in a hotel.
30. What are the duties of a Guest relation executive ?
31. Differentiate between a Motel and a Floatel.

(6 × 4 = 24)

Part D (Long Essays)

*Answer any **two** questions.*

15 marks each.

32. Explain in detail the different classification of Hotels.
33. Elucidate on the Public relation strategies used in the hospitality industry.
34. Draw an organization chart of the House Keeping department for a large hotel. Explain duties of each role.
35. Write an elaborate essay on each step of the guest cycle.

(2 × 15 = 30)