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(Pages : 2)

Reg. No.....

Name..... Akshay.....

B.T.S. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017

Fourth Semester

Core 15—HOSPITALITY MANAGEMENT AND PUBLIC RELATIONS

(2013 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Part A (Short Answer Questions)

Answer **all** questions.

1 mark each.

1. What is half board plan ?
2. Define floatel.
3. What is cabana ?
4. Mention any *two* Government run hotel chains in India.
5. What is rack rate ?
6. What is DND ?
7. Expand HRACC
8. Expand MAP.
9. Define report.
10. Name any *two* Ayurveda resorts in Kerala.

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(10 × 1 = 10)

Part B (Brief Answer Questions)

Answer any **eight** questions.

2 marks each.

11. What is studio room ?
12. Define media strategy.
13. What is suite room ?
14. Explain Guest Cycle.
15. What is Table d'hote Menu ?
16. Who is a walk in guest ?
17. What is OOS in hospitality industry ?

Turn over

18. Define Green hotel with an example.
19. What is French service ?
20. What is brunch ?
21. Which is the parent company of Oberoi hotels ?
22. What is early check in ?

(8 × 2 = 16)

Part C (Descriptive/ Short Essay Questions)

*Answer any six questions.
4 marks each.*

23. Discuss the role of fam tours in hospitality marketing.
24. What are the duties of house keeping executive ?
25. Explain any four types of supplementary accommodation.
26. What are the duties of Front Office Manager ?
27. Give a short note on the various stages in Public Relation process.
28. Differentiate between FIT rates and GIT rates .
29. Write short note on various departments of a 5 star hotel.
30. Explain the different types of guest rooms.
31. Highlight four different types of hotel management ?

(6 × 4 = 24)

Part D (Long Essays)

*Answer any two questions.
15 marks each.*

32. Explain in detail the global factors that affect hospitality industry.
33. Explain in detail the characteristics of Hospitality Industry.
34. "Hospitality industry cannot effectively function without the help of public relations". Comment.
35. Explain the growing importance of information technology in hospitality industry.

(2 × 15 = 30)