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B.T.S. DEGREE (C.B.C.S.S.) EXAMINATION, APRIL 2018

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 do you mean full board plan ?
2. What is C form ?
3. Define Motel ?
4. Mention any *two* major international hotel chains in India.
5. What is Time share Resort ?
6. What is late check out ?
7. Expand FHRAI
8. What is a franchise hotel ?
9. Define hotel.
10. What do you mean by Inventory in hospitality industry ?

(10 × 1 = 10)

Part B (Brief Answer Questions)

Answer any eight questions.

2 marks each.

11. What is a serviced villa ?
12. Define public relations.
13. What is twin bed room ?
14. What is A' la Carte Menu ?
15. What is OOO in hospitality industry ?
16. What is buffet service ?

Turn over

17. Enumerate the duties of a Front office manger.
18. What is No show ?
19. Which is the parent company of Taj group of hotels ?
20. Explain Bermuda Plan.
21. Define Boutique Hotel with an example.
22. What is brunch ?

(8 × 2 = 16)

Part C (Descriptive/ Short Essay Questions)

*Answer any six questions.
4 marks each.*

23. Discuss the role of road shows in hospitality PR campaigns.
24. What are the types of rooms in a star hotel ? Explain any *four* of them.
25. What are the duties of Banquet manager ?
26. Describe the classification of hotels as per star rating.
27. Write short note on the advantages of Central Reservation Systems in hospitality industry ?
28. What is the difference between Publicity and Public Relations ?
29. Differentiate between adjoining room and connecting room.
30. Differentiate between hotel and resort.
31. What are the four different types of hotel management ?

(6 × 4 = 24)

Part D (Long Essays)

*Answer any two questions.
15 marks each.*

32. Outline the organizational structure of housekeeping department and explain the duties of housekeeping attendant.
33. Explain in detail the various types of hotels with examples.
34. Narrate the step by step procedure for the check in of a guest in a 4 star hotel.
35. Describe in detail the role of information technology in hospitality industry.

(2 × 15 = 30)