



QP CODE: 23133485



Reg No : .....

Name : .....

**B.COM DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, OCTOBER  
2023**

**Fifth Semester**

**Optional Core - CO5OCT04 - HOSPITALITY MANAGEMENT**

Common for B.Com Model I Travel & Tourism, B.Com Model II Travel & Tourism and B.Com Model  
III Travel & Tourism

2017 Admission Onwards

E3497ECA

Time: 3 Hours

Max. Marks : 80

*Instructions to Private candidates only: This question paper contains two sections. Answer  
**SECTION I** questions in the answer-book provided. **SECTION II**, Internal examination questions  
must be answered in the question paper itself. Follow the detailed instructions given under*

**SECTION II**

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is hospitality?
2. What is indicting management?
3. Name any two international hotel chains in India.
4. What do you mean by Form C?
5. What is chain hotel?
6. What are the techniques of hotel promotion?
7. What is hospitality management ethics?
8. What do you mean by human resource management?
9. What do you mean by hospitality industry?
10. What do you mean by heritage hotel?
11. What do you mean by guest house accommodation?
12. What is fiscal and non fiscal insentives?

(10×2=20)





**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What are the importance of hospitality management?
14. What is the present status of hospitality industry in India?
15. List the different registers maintained in the housekeeping department.
16. Explain the role of sales and marketing department in development of hotel?
17. What are the roles of accommodation?
18. What are the limiting factors in hotel pricing?
19. Explain briefly railway catering and airways catering?
20. What is the role of tour operators and travel agencies in hospitality industry?
21. What are the activities provided by a hotel industry for a tourist?

(6×5=30)

**Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Give a brief description about the food and beverages and accounts department of a hotel.
23. Compare different public relation techniques.
24. Explain the threats and challenges of managing hotels.
25. Describe the challenges and threads of hospitality industry in India.

(2×15=30)

