

B.B.A. SEM – V (2015 CBCS COURSE) : SUMMER - 2018
SUBJECT: ELECTIVE-I : PRINCIPLES & CONCEPTS OF HOSPITALITY
MANAGEMENT (HOSPITALITY MANAGEMENT)

Day: **Wednesday**

Time: **02.00 PM TO 05.00 PM**

Date: **02/05/2018**

S-2018-1617

Max.Marks: 100

N.B.

- 1) Attempt **ANY FOUR** questions from Section-I and **ANY TWO** questions from Section-II.
 - 2) Answers to both the sections should be written in **SEPARATE** answer books.
 - 3) Figures to right indicate **FULL** marks.
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SECTION-I

- Q.1** Discuss the principles of menu planning with suitable examples. **(15)**
- Q.2.** State and explain the festive dishes of each course of the following cuisines: **(15)**
a) Rajasthan
b) South India
c) Maharashtra
- Q.3 a)** Draw an organization chart of a House Keeping department of a five star deluxe hotel. **(10)**
- b)** Discuss the duties and responsibilities of:
i) Floor Supervisor ii) Executive House Keeper **(05)**
- Q.4 a)** State and explain any five types of rooms. **(05)**
- b)** Discuss the role of F.O Staff in ensuring repeat business **(10)**
- Q.5** Draw a neat layout of a Linen and Uniform room and state the duties and responsibilities of the Linen room Supervisor. **(15)**

SECTION-II

- Q.6** Explain in brief the origin, USP and the role of the following hotel chains in the growth of Hospitality industry in India. **(20)**
a) ITDC group of Hotels
b) TAJ group of Hotels
- Q.7** Define FHRAI. Discuss the role of FHRAI with regards to the classification of Hotels. **(20)**
- Q.8** Define Hospitality Marketing. Discuss the importance of Marketing in building a brand in the hospitality industry. **(20)**

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