

E 3785



Reg. No.....

Name.....

B.T.S. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2022

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.

Explain the following :

1. Caravan.
2. Outbound tourist.
3. Downtown hotels.
4. Heritage Hotel.
5. Penthouse.
6. 4-star hotel.
7. Condominium.
8. MAP.
9. Lanai.
10. Errand Card.

(10 × 1 = 10)

Part B (Brief Answer Questions)

Answer any eight questions.

2 marks each.

11. Explain B and B Hotels.
12. What is Span of control ?

Turn over





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13. Explain Concierge.
14. What is “back-to-back” ?
15. What is Health Tourism ?
16. What are Floatel ?
17. What are SICO rooms ?
18. Name four time share properties.
19. What is Room Rack ?
20. Scanty Baggage guest.
21. What are the various types of plans ?
22. Name two techniques used in Public relation.

(8 × 2 = 16)

Part C (Descriptive Short Essay Questions)

*Answer any **six** questions.*

4 marks each.

23. Explain the classification of hotel based on location.
24. How does tourism affect the hotel industry ?
25. Describe the various types of rooms you will find in a hotel.
26. What are the factors that are considered to classify a hotel into star category ?
27. Discuss the role of the front office in a hotel.
28. Explain the duties and responsibilities of the front office manager.
29. Explain importance of communication.
30. Write a short note of front office co-ordination with Housekeeping department.
31. What are the different types of accommodation ?

(6 × 4 = 24)





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Part D (Long Essay Questions)

*Answer any **two** questions.*

15 marks each.

32. Examine the growth and evolution of hotel industry.
33. Draw the organizational chart of a large hotel and explain the duties and responsibilities of front office assistance.
34. Public Relation is considered to play a key role in the Hotel. Explain.
35. Explain in detail the check-in procedure of a 5-star hotel with few examples of hotel names.

(2 × 15 = 30)

