

**FIRST SEMESTER M.H.M. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2022**

(CBCSS)

Master of Hotel Management

MHM 1C6—REVENUE MANAGEMENT FOR HOTELS

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**Section A**

*Answer any four questions.*

*Each question carries 2 weightage.*

1. What is a Financial Report ?
2. Define Operating Budget.
3. What do you mean by Fund Flow Statement ?
4. Write the two methods of calculating equivalent occupancy.
5. What is Rate Spread in front office ?
6. Define Strategic Pricing.
7. What do you mean by Horizontal Analysis ?

(4 × 2 = 8 weightage)

**Section B**

*Answer any four questions.*

*Each question carries 3 weightage.*

8. Point out the benefits of yield management in hotel industry.
9. Point out the need of capacity management in hotel industry.
10. Explain the objectives of financial management.
11. Write down the advantages and limitations of Ratio Analysis.

12. Explain the components of yield management.
13. Explain the difference between Cash Flow Statement and Fund Flow Statement.
14. Explain the main objective of inventory control.

(4 × 3 = 12 weightage)

### Section C

*Answer any two questions.*

*Each question carries 5 weightage.*

15. Describe the various stages in hotel revenue management process.
16. List out and explain the important tools for financial analysis
17. Discuss the advantages and limitations of fund flow statement.
18. Elaborate the various types of pricing followed in hospitality industry.

(2 × 5 = 10 weightage)

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MHM 1C5—ORGANISATION BEHAVIOUR

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**Section A**

*Answer any four questions.*

*Each question carries 2 weightage.*

1. Define an Organization.
2. Define Motivation.
3. What do you mean by brain storming technique ?
4. List out the five traits of personality.
5. What is Self-esteem ?
6. What is Organization Development ?
7. Define Job Design.

(4 × 2 = 8 weightage)

**Section B**

*Answer any four questions.*

*Each question carries 3 weightage.*

8. Bring out the concept of organizational behaviour.
9. Write down the psychological process of behaviour.
10. Explain the determination factors of attribution theory.
11. What are the various elements in motivation ? Explain.

12. Explain the Behavioural Theory of Leadership.
13. Explain the various sources of organizational power.
14. Write down the External Factors Influencing Selection.

(4 × 3 = 12 weightage)

### Section C

*Answer any two questions.*

*Each question carries 5 weightage.*

15. Why organisational behaviour is important for a hospitality organization ? Explain.
16. Describe the factors which determine value formation.
17. Point out and explain the different types of groups coexist in an organization.
18. Discuss the different styles of leadership.

(2 × 5 = 10 weightage)

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MHM 1C4—HOSPITALITY MANAGERIAL COMMUNICATION

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**Section A**

*Answer any four questions.*

*Each question carries 2 weightage.*

1. How will you define Body language ?
2. What is upward communication ?
3. What are audio visual aids ?
4. List the four types of managerial speech.
5. Define Discipline interview.
6. What is a Sales Letter ?
7. What do you mean by 'Minutes' of meeting ?

(4 × 2 = 8 weightage)

**Section B**

*Answer any four questions.*

*Each question carries 3 weightage.*

8. Write down the difference between formal and informal communication.
9. Give the importance of body language in managerial communication.
10. Write short note on social etiquette.
11. How do group discussions contribute to successful managerial communication ? Explain.

12. What are the features of inter departmental communication ?
13. What is circular letter ? How are they different from office notice ?
14. Write short note on Group communication.

(4 × 3 = 12 weightage)

### Section C

*Answer any two questions.*

*Each question carries 5 weightage.*

15. Point out and explain the various forms of communication.
16. Listening is a significant part of any communication process. Explain.
17. Point out and explain the various sources of managerial writings.
18. You have completed a project on 'Social Media for Advertising'. Write the press release report for the project.

(2 × 5 = 10 weightage)

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MHM 1C2—ADVANCED FRONT OFFICE MANAGEMENT

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**Section A**

*Answer any **four** questions.*

*Each question carries 2 weightage.*

1. Define Guest accounting.
2. What is room availability forecasting ?
3. Who is a Skipper ?
4. Mention the use of GDS in hotel.
5. Define city ledger.
6. Define disaster management.
7. What is eco purchasing ?

(4 × 2 = 8 weightage)

**Section B**

*Answer any **four** questions.*

*Each question carries 3 weightage.*

8. Write down the different types of rates in front office.
9. State the advantages of using Hubbart Formula for establishing Room rates.
10. Bring out the guidelines for Handling guest complaints in front office.
11. Explain the duties and responsibilities of night auditor in hotel.

**Turn over**

12. What are the most common accidents in the hospitality industry ?
13. Explain the causes and precautions of manmade disasters.
14. Write down the importance of corporate sustainability.

(4 × 3 = 12 weightage)

### Section C

*Answer any two questions.*

*Each question carries 5 weightage.*

15. Explain the steps involved in the process of guest check-out in hotel.
16. Describe the principles and elements of hotel yield management.
17. Explain the role of management information system in front office operations.
18. Discuss the need and importance of eco-friendly practices in hotel industry.

(2 × 5 = 10 weightage)



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MHM 1C1—TOURISM AND HOSPITALITY ORGANISATIONS

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**Section A**

*Answer any four questions.*

*Each question carries 2 weightage.*

1. What do you mean by Camping ?
2. Who is a Tourist ?
3. What is MICE tourism ?
4. Name any *four* natural attractions in Kerala.
5. Define alternative tourism.
6. What is travel motivation ?
7. List out any *six* international airlines operating in India.

(4 × 2 = 8 weightage)

**Section B**

*Answer any four questions.*

*Each question carries 3 weightage.*

8. Explain the different types of supplementary accommodation in India.
9. Explain the different types of hotel according to location.
10. State the concept of VFR in tourism.
11. Write short note on Maslow's theory of motivation.

12. State the disadvantages of medical tourism in India.
13. Explain the significance of inland water ways in Indian tourism industry.
14. Explain the history of palace on Wheel.

(4 × 3 = 12 weightage)

### Section C

*Answer any two questions.*

*Each question carries 5 weightage.*

15. Explain the various food and beverage outlets and their functions in star hotels.
16. Describe the role of human resource management in hotel industry.
17. Define Special interest tourism and explain the different types of special interest tourism in India.
18. Explain the different types of visa issuing in India.

(2 × 5 = 10 weightage)