

**FIRST SEMESTER M.H.M. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2020**

(CBCSS)

Master Of Hotel Management

MHM1C6—REVENUE MANAGEMENT FOR HOTELS

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend all questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.*
4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

Section A

Answer any four questions.

Each question carries 2 weightage.

1. What is revenue management ?
2. Define Ratio analysis.
3. What is Capital Budgeting ?
4. Define Fixed Cost.
5. What do you mean by Alternative Investment Analysis ?
6. How to calculate Potential Average Rate ?
7. Define Forecasting.

(4 × 2 = 8 weightage)

Turn over

Section B

Answer any four questions.

Each question carries 3 weightage.

8. State the importance of financial statement analysis.
9. Bring out the duties and responsibilities of yield manager in a hotel.
10. Explain the concept of capacity management.
11. Write down the uses of fund flow statements.
12. Write down the different types of equity financing related to restaurant operations.
13. Explain the need and importance of capital budgeting.
14. Point out the objectives of budgetary control.

(4 × 3 = 12 weightage)

Section C

Answer any two questions.

Each question carries 5 weightage.

15. Evaluate the Legal issues in hotel revenue management.
16. Discuss the benefits and challenges of yield management in a hotel industry.
17. Explain the Scope of financial management.
18. Discuss the advantages and limitations of budgeting.

(2 × 5 = 10 weightage)

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(CBCSS)

Master of Hotel Management

MHM 1C5—ORGANISATION BEHAVIOUR

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

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Section A

*Answer any **four** questions.*

Each question carries 2 weightages.

1. What is organizational behaviour ?
2. What is perception ?
3. Define leadership.
4. What is job satisfaction ?
5. What are the three attributes of Freud's theory ?
6. What is the Halo Effect ?
7. Name four types of organizational change.

(4 × 2 = 8 weightage)

Section B

*Answer any **four** questions.*

Each question carries 3 weightages.

8. Bring out the importance of organizational behaviour.
9. Point out the different types of learners.
10. Explain the concept of motivation.
11. Write down the characteristics of personality.
12. Explain the Factors Contributing to Political Behaviour.
13. Explain the various Internal Factors Influencing Selection.
14. Write down the major personality attributes in organizational behaviour.

(4 × 3 = 12 weightage)

Section C

*Answer any **two** questions.*

Each question carries 5 weightages.

15. Discuss the various causes of Organisational Change.
16. Explain the various determinants of personality.
17. Describe the factors affecting organizational politics.
18. Point out and explain the characteristics of organizational culture.

(2 × 5 = 10 weightage)

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(CBCSS)

Master of Hotel Management

MHM 1C4—HOSPITALITY MANAGERIAL COMMUNICATION

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

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Section A

*Answer any **four** questions.*

Each question carries 2 weightages.

1. Define Communication.
2. What is Sign Language ?
3. What do you mean by panel interview ?
4. What is Occasional Speech ?
5. What is Exit interview ?
6. What are Memos ?
7. What do you mean by a persuasive letter ?

(4 × 2 = 8 weightage)

Turn over

Section B

*Answer any **four** questions.*

Each question carries 3 weightages.

8. Distinguish between verbal and non-verbal communication.
9. Explain the importance of managerial communication.
10. Write short note on corporate etiquette.
11. Why is Body Language Important in hospitality industry ? Explain.
12. Explain the different types of business letter.
13. Explain the different techniques of Impression Management.
14. Write down the features of circular letter.

(4 × 3 = 12 weightage)

Section C

*Aiswer any **two** questions.*

Each question carries 5 weightages.

15. Evaluate the various barriers of effective communication.
16. Why impression management is important in an organization ? Discuss.
17. Point out and explain the types of Interviews in hospitality industry.
18. Discuss the importance of coherence and cohesion in writing.

(2 × 5 = 10 weightage)

**FIRST SEMESTER M.H.M. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2020**

(CBCSS)

Master of Hotel Management

MHM1C2—ADVANCED FRONT OFFICE MANAGEMENT

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

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Section A

Answer any four questions.

Each question carries 2 weightages.

1. Define guest folio.
2. What is the use of room availability forecasting ?
3. Define yield management.
4. Define boutique hotel.
5. What is POS ?
6. Define hazard management.
7. Define corporate ethics.

(4 × 2 = 8 weightage)

Section B

Answer any four questions.

Each question carries 3 weightages.

8. Explain the different types of accounting system in hotel front office.
9. Write down the difference between guest ledger and city ledger.
10. Explain the various elements of revenue management.
11. State the advantages of management information system in hotel management.
12. Why is risk management important in hospitality industry? Explain.
13. Explain the principles of sustainability.
14. Write short note on Green Globe certification.

(4 × 3 = 12 weightage)

Section C

Answer any two questions.

Each question carries 5 weightages.

15. Explain the various steps involved in guest registration and check in process.
16. List down the job description of a Guest Relations Executive in large hotel.
17. Discuss the various steps involved in the process of night audit.
18. Explain the methods of disaster prevention through sustainable development.

(2 × 5 = 10 weightage)

**FIRST SEMESTER M.H.M. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2020**

(CBCSS)

Master of Hotel Management

MHM1C1—TOURISM AND HOSPITALITY ORGANISATIONS

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

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Section A

Answer any four questions.

Each question carries 2 weightages :

1. What is a Caravan ?
2. Who is a tour operator ?
3. Define market Segmentation.
4. What do you mean by Urban Tourism ?
5. Name any two tourism fairs in India.
6. What is Marketing Mix ?
7. Define Transit Visa.

(4 × 2 = 8 weightage)

Turn over

Section B

Answer any four questions.

Each question carries 3 weightages.

8. Write down the concept of time share hotel.
9. Explain the classification of hotels according to location.
10. List out the different types of room and explain any six.
11. Explain the various components of tourism.
12. Write short note on McIntosh travel motivation.
13. Write down the concept and objectives of eco-tourism.
14. Point out and explain the various tourist trains in India.

(4 × 3 = 12 weightage)

Section C

Answer any two questions.

Each question carries 5 weightages.

15. Explain the different types of accommodation in tourism industry.
16. Describe the various revenue generating departments in a hotel.
17. Write an essay on the popular alternative tourist destinations in India.
18. Discuss the role of travel agency in the development of tourism in India.

(2 × 5 = 10 weightage)