

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2021**

Hotel Management and Catering Science

**BSH/C 2C 04—MANAGEMENT PRINCIPLES AND PRACTICES**  
(Common for Culinary Arts and Catering Science)

Time : Two Hours

Maximum : 60 Marks

**Section A**

*Answer at least **eight** questions.*

*Each question carries 2 marks.*

*All questions can be attended.*

*Overall Ceiling 16.*

1. What is the Principle of Division of Work ?
2. What is Preliminary Interview ?
3. What is Ethical Management ?
4. What is Perceptual Barrier in Communication ?
5. What is MBO ?
6. What do you mean by "The School of Management Thought" ?
7. What is Organising ?
8. What do you mean by Interview ?
9. What is Ethics Committee ?
10. What is a Work Group ?
11. What is Staffing ?
12. What is Line Authority ? Give two examples.

(8 × 2 = 16 marks)

Turn over

**Section B**

*Answer at least **four** questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 24.*

13. Difference between Centralisation and Decentralisation.
14. Explain the various elements of Communication.
15. Differentiate between Democratic and Autocratic Leadership Styles.
16. Explain the 5 Principles of Delegation of Authority.
17. What is Placement and Orientation ?

(4 × 6 = 24 marks)

**Section C**

*Answer any **two** questions.*

*Each question carries 10 marks.*

18. Write an essay on Holistic approach for managers in Decision-Making and the steps involved in it ?
19. What is Communication ? Describe about Verbal and Non-Verbal Communication ?
20. Explain the steps in Staffing Process.
21. "Management is both Science and Art". Comment.

(2 × 10 = 20 marks)

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2021**

Hotel Management and Catering Science

BSH/C 2C 03—EVENT MANAGEMENT

(Common for Culinary Arts and Catering Science)

Time : Two Hours

Maximum : 60 Marks

**Section A**

*Answer at least eight questions.*

*Each question carries 2 marks.*

*All questions can be attended.*

*Overall Ceiling 16.*

1. Enlist the three features of services marketing ?
2. What is AIDA ?
3. What is Feasibility ?
4. What is Promotion ?
5. Define Proposal.
6. What is a Runsheet ?
7. What is Event Management ?
8. Define Reach.
9. The Acronym of MICE ?
10. What are the different forms of Advertising ?
11. What is WTM ?
12. Define Event.

(8 × 2 = 16 marks)

**Turn over**

**Section B**

*Answer at least four questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 24.*

13. What are the characteristics of Events ?
14. Explain the skills required for an Event management Personal.
15. What is 5 C's of Events ?
16. Elucidate the history of PATA.
17. Explain Marketing Equipment's and Tools.

(4 × 6 = 24 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

18. Classify Events. Explain Event sizes.
19. MICE as a Tourism. Justify.
20. Explain the Importance of Customer care.
21. Explain the role played by C11 in promoting tourism. Elaborate its function.

(2 × 10 = 20 marks)

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2021**

Hotel Management and Catering Science

BSH 2B 02—ACCOMMODATION OPERATIONS

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. What is Emergency key ?
2. What do you mean by sleeper ?
3. What is Rotel ?
4. What is efficiency room ?
5. Describe Departure Register.
6. What is NB/NL ?
7. What is Lost and Found item ?
8. What is Cabana ?
9. What is Lanai ?
10. What is DNCO ?
11. Describe the importance of Housekeeping department.
12. What is Serviced Apartment ?
13. What are the duties and responsibilities of Gardner ?
14. What are Degreasing Agents ?
15. What is Squeegee ?

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Explain Levels of service.
17. Describe Abrasives.
18. Explain any eight room-status terms.
19. Explain different types of services.
20. What are the functions of Control desk ?
21. Briefly explain personality attributes of housekeeping staff.
22. What is the role of housekeeping ?
23. Draw a layout of housekeeping department in a Large Hotel.

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. What are the basic principles of cleaning ? List-out various Taski reagents with its uses.
25. Classify Lost and found items and Explain lost and found procedure.
26. Explain about various Public Area Cleaning.
27. Explain types of Rooms in Hotel.

(2 × 10 = 20 marks)

**SECOND SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION, APRIL 2021**

Hotel Management and Catering Science

BSH/C 2C 04—MANAGEMENT PRINCIPLES AND PRACTICES

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Section A***Answer all questions.*

1. Define Performance.
2. Management as a science example.
3. Middle level management.
4. Feedback means.
5. Face to Face communication.
6. Truthfulness.
7. Moral ethics.
8. Leadership means.
9. Partnership means.
10. Administration.

(10 × 1 = 10 marks)

**Section B (Short Answer Questions)***Answer any eight questions.*

11. Define F.W. Taylor Management theory.
12. What is meant by Management principles ?
13. What is meant by span of control ?
14. Define Decentralization.
15. Define Co-ordinating.
16. What is called motivation ?
17. Define Maslow's Hierarchy need theory.
18. Mention any two process of communication.

19. Mention two management ethics.
20. Mention any two factors influencing Business Ethics.

(8 × 2 = 16 marks)

### Section C

*Answer any six questions in short paragraph.*

21. Write the Evolution of Management.
22. Brief about Management as a Science and an art.
23. Brief different types of management plans.
24. Write a note on manpower planning.
25. Brief about work group behaviour.
26. Give a note on non-verbal communication.
27. Write the relevance of value in Management.
28. Explain the structure of Ethics Management.

(6 × 4 = 24 marks)

### Section D (Essay Type)

*Answer any two out of three questions.*

29. Elaborate the nature and scope of management.
30. Explain the process of Recruitment.
31. Give an elaborate note on types of communication.

(2 × 15 = 30 marks)



**SECOND SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION, APRIL 2021**

Hotel Management and Catering Science

BSH/C 2C 03—EVENT MANAGEMENT

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Section A**

*Answer all questions.  
Each question carries 1 mark.*

1. Cultural event.
2. Fair.
3. Incentive.
4. Live event.
5. Goal.
6. Marketing.
7. Co-ordination.
8. Case studies.
9. Promotion.
10. ITB.

(10 × 1 = 10 marks)

**Section B (Short Answer Questions)**

*Answer any eight questions.  
Each question carries 2 marks.*

11. Expand EMIS.
12. What do you mean by budgeting under event ?
13. What is Communication ?
14. What do you mean by Seminars ?
15. What is meant by transit advertising ?
16. What are virtual events ?
17. Define clients.

18. Give the meaning of team building.
19. Define clients.
20. Fundraising goals means what ?

(8 × 2 = 16 marks)

### Section C

*Answer any six questions in short paragraph.*

21. Write a short note on brain storming sessions.
22. Give a brief note on crisis management.
23. Explain 5C's of event management.
24. Give a brief note on event planning.
25. What are the benefits of trades how ?
26. Give an elaborate note on Exhibitions.
27. Explain about travel mart.
28. What are the major considerations of sponsors in supporting an event ?

(6 × 4 = 24 marks)

### Section D (Essay Type)

*Answer any two out of three questions.*

29. Explain the steps of blue print for event planning success.
30. Explain the role of media for conducting an event.
31. How to stay organized and prioritize tasks. Explain.

(2 × 15 = 30 marks)

**SECOND SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION, APRIL 2021**

Hotel Management and Catering Science

BSH 2B 02—ACCOMMODATION OPERATIONS (THEORY)

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Section A***Answer all questions.**1 mark each.*

Multiple choice, Fill in the blanks, Answer whether True or False :

1. Classification of Hotel is done on the basis of \_\_\_\_\_.
2. \_\_\_\_\_ is an operational department in a Hotel :
  - (a) Housekeeping.
  - (b) Home.
  - (c) Office.
  - (d) None.
3. Housekeeping's cleaning responsibilities are typically determined by :
  - (a) The General Manager.
  - (b) The executive housekeeper.
  - (c) The room division Director.
  - (d) The manager of operations.
4. Public area Supervisor works under the \_\_\_\_\_ department.
5. All the cleaning agents, cleaning equipments and guest supplies are stored at \_\_\_\_\_ pantry.
6. \_\_\_\_\_ is used to record all messages of staff in shift :  
(Log book / Memo book)
7. Rooms received by housekeeping for cleaning are called :  
(Departure room / Arrival room)
8. Cleaned rooms handed to the front office for sale are called \_\_\_\_\_.  
(Vacated rooms / Occupy rooms)
9. \_\_\_\_\_ key opens all the door in the property, even those that the guest has double locked.  
(Card / Emergency key)
10. \_\_\_\_\_ is another term for taps.  
(Faucets, Tapestry)

(10 × 1 = 10 marks)

**Turn over**

**Section B**

*Answer any eight questions.*

11. Mention any two duties of Executive housekeeper.
12. Define job specification.
13. What do you mean by job breakdown ?
14. Define Guest room.
15. Define spring cleaning.
16. What is meant by VIP supplies ?
17. Define second service.
18. Define control desk.
19. Define front desk.
20. Define lost and found.

(8 × 2 = 16 marks)

**Section C (Short Essays)**

*Answer any six of the following.*

21. Give an Introduction to Housekeeping Department.
22. Write a short note on the job description.
23. Write a note on types of rooms.
24. Write a brief note on the procedure of making the bed.
25. Write the procedure for cleaning lobbies.
26. Brief about Grand master keys.
27. Write the duties of Deputy housekeeper.
28. Write the procedure for cleaning Restaurants.

(6 × 4 = 24 marks)

**Section D (Long Essays)**

*Answer any two questions.*

29. Elaborate lost and found procedure.
30. Write the importance needed for frequency of cleaning.
31. Write the duties and responsibilities of housekeeping personnel.

(2 × 15 = 30 marks)