

**FIRST SEMESTER MASTER OF HOTEL MANAGEMENT (M.H.M.)
DEGREE EXAMINATION, DECEMBER 2018**

M.H.M.

MHM 1C 5—REVENUE MANAGEMENT FOR HOTELS

Time : Three Hours

Maximum : 36 Weightage

Section A

Answer all questions.

Each question carries 1 weightage.

1. What is Revenue Management? What is its significance in the hotel industry?
2. What is cash budget? Briefly explain its utility.
3. Explain restaurant income statement.
4. Explain the concept of Time Value of Money.
5. Write a note on Distribution Channel Management.
6. Explain Balance Statement.

(6 × 1 = 6 weightage)

Section B

Answer any six questions.

Each question carries 3 weightage.

7. Explain the Working Capital Management. Mention the steps involved in Working Capital Management.
8. What do you understand by financial statement analysis? Explain Vertical and Horizontal analysis in detail with their advantages and disadvantages.
9. Explain the management of revenue for food and beverage services.
10. What are Gross Working capital and Net working capital? Explain.
11. What is Balanced Capital Structure? Briefly explain its features.
12. Narrate the advantages of financial reports to various stakeholders.
13. What is Inventory Management? Explain the objectives of inventory management.
14. What is a Fund Flow Statement? Explain its uses.

(6 × 3 = 18 weightage)

Turn over

Section C

Answer any two questions.

Each question carries 6 weightage.

15. Explain the various capital budgeting techniques in detail with their advantages and disadvantages.
16. Explain the factors influencing the working capital requirement of a firm.
17. From the following information, calculate Break-Even Point in Units and Break-Even Point in Value and also Construct a Break Even Chart when the company produces 4,000, 8,000, 10,000, 15,000 and 20,000 units :

Particulars	Rs.
Selling Price per unit	– 100
Variable cost per unit	– 60
Total fixed cost	– 4,00,000

(2 × 6 = 12 weightage)

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MHM 1C 4—ORGANISATION BEHAVIOUR

Time : Three Hours

Maximum : 36 Weightage

Section A*Answer all questions.**Each question carries 1 weightage.*

1. What are the components that need to be managed in organisational behaviour?
2. What are the levels of analysis in which organisational behaviour focuses?
3. Explain the term "Personality".
4. What do you mean by stereotyping?
5. Explain the term "Group dynamics".
6. Why do you need team building in an organisational structure?

(6 × 1 = 6 weightage)

Section B*Answer any six questions.**Each question carries 3 weightage.*

7. What is the scope of organisational behaviour? Explain.
8. Explain the factors that influence personality.
9. Explain the components of attitudes in organisational behaviour.
10. Explain the importance of motivation in organisational behaviour.
11. What are the reasons to form groups in an organisation?
12. Write the importance of leadership.
13. How to balance work and life ?
14. How to manage stress in the organisational level? Discuss.

(6 × 3 = 18 weightage)

Section C*Answer any two questions.**Each question carries 6 weightage.**Answer each question not exceeding two pages.*

15. Discuss the various organisational models in detail.
16. Discuss the factors influencing perception.
17. Explain the merits and demerits of group decision-making.

(2 × 6 = 12 weightage)

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MHM 1C 3—HOSPITALITY MANAGERIAL COMMUNICATION

Time : Three Hours

Maximum : 36 Weightage

Section A*Answer all questions.**Each question carries 1 weightage.*

1. Explain exit interview.
2. Describe telephone etiquette.
3. What is a report? Write its importance.
4. What are minutes of a meeting?
5. Differentiate between routine reports and special reports.
6. Explain role play.

(6 × 1 = 6 weightage)

Section B*Answer any six questions.**Each question carries 3 weightage.*

7. Explain group discussion. Why is it important in the interview process? Mention the points to be remembered while participating in a group discussion.
8. Define Communication. Explain the characteristics of communication.
9. Briefly explain the stages in the preparation for a presentation.
10. Explain the barriers to effective communication.
11. Briefly explain the types of interviews.
12. What is non-verbal form of communication? Briefly explain its forms.
13. Explain group communication.
14. How Audio-Visual methods aid in the effective communication of a message? Explain.

(6 × 3 = 18 weightage)

Section C*Answer any two questions.**Each question carries 6 weightage.*

15. Explain in detail, the process of communication with the help of a diagram.
16. Draft a job application along with a bio-data for the post of Food and Beverage Manager at the Marriott Hotels, Mumbai.
17. Explain various types of reports in detail.

(2 × 6 = 12 weightage)

**FIRST SEMESTER MASTER OF HOTEL MANAGEMENT (M.H.M.)
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MHM 1C 2—ADVANCED FRONT OFFICE MANAGEMENT

Time : Three Hours

Maximum : 36 Weightage

Section A

Answer all questions.

Each question carries 1 weightage.

Answer each question not exceeding one page.

- I.
1. Explain Average daily rate.
 2. Define Duplex Suite.
 3. What do you mean by Disaster Management?
 4. What are the items that cannot be recycled?
 5. What does Effective Corporate Governance mean?
 6. Name two kinds of wastes with examples.

(6 × 1 = 6 weightage)

Section B

Answer any six questions.

Each question carries 3 weightage.

Answer each question not exceeding two pages.

- II.
1. How are departures calculated in five star hotel?
 2. List out the important points to make to improve the present reservation system?
 3. Briefly explain about the Revenue Management.
 4. How do you handle guest complaints? Explain.
 5. Write the major functions of Night Audit.
 6. Explain the goals of Property Management System (P.M.S.) in five star hotel.
 7. Discuss the role of Corporate Governance in C.R.S.
 8. Explain the guiding principles of Sustainability.

(6 × 3 = 18 weightage)

Section C

*Answer any **two** questions.*

Each question carries 6 weightage.

*Answer each question not exceeding **two** pages.*

1. How will you fix the room rates in a five star hotel by Hubbart formula?
2. Explain how you should take a telephone reservation.
3. Define Recycling. Explain three 'R's in recycling.

(2 × 6 = 12 weightage)

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**FIRST SEMESTER MASTER OF HOTEL MANAGEMENT (M.H.M.)
DEGREE EXAMINATION, DECEMBER 2018****M.H.M.****MHM 1C 1—TOURISM AND HOSPITALITY ORGANISATIONS**

Time : Three Hours

Maximum : 36 Weightage

Section A*Answer all questions.**Each question carries 1 weightage.*

1. What are camping sites ?
2. What are resorts ?
3. What is Flight Catering ?
4. Briefly explain about Sports Tourism.
5. What is Alternative Tourism ?
6. Explain museums as tourism product.

(6 × 1 = 6 weightage)

Section B*Answer any six questions.**Each question carries 3 weightage.*

1. Explain different types of Accommodation.
2. Explain different travel motivators.
3. Discuss the origin and growth of hospitality industry.
4. Explain Hotel Market Segmentation.
5. Explain about Trade shows and Exhibition business.
6. Explain the types of destination based on destination life-cycle.
7. Explain Health Tourism in detail.
8. Explain different types of hotel rooms.

(6 × 3 = 18 weightage)

Section C*Answer any two questions.**Each question carries 6 weightage.*

1. Explain the major departments of a Hotel.
2. Explain any six types of Tourism.
3. What is Eco tourism? Explain in detail.

(2 × 6 = 12 weightage)