

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR – 2017-2018

COURSE : 1st Semester of 2-year M.Sc. in HA
SUBJECT : Hospitality Management
TIME ALLOWED : 03 Hours MAX. MARKS: 100

(Marks allotted to each question are given in brackets)

Q.1. Evaluate the role of Customer Relationship Management (CRM) in long term sustainability and profitability for a hotel. Illustrate the importance of WOW factors in CRM with relevant examples.

OR

Analyze the importance of customer expectations and service delivery in reference to the hospitality industry. Mention some future trends in service delivery.

(10)

Q.2. Discuss the 5 GAP analyses in the service and hospitality industry and recommend the solutions to the existing GAPS.

OR

Explain the dimensions of quality. Discuss the quality assessment and assurance programs of hotels.

(10)

Q.3. Explain the importance of wellness and spa management in tourism industry. Illustrate the growth and development of spa industry in India.

OR

Evaluate the growth of event management, with special reference to hospitality industry.

(10)

Q.4. Analyze the methods and techniques used by hotels for ecological balance and energy conservation. Indicate the latest techniques employed by the hospitality industry.

OR

“Terrorism has become a big threat to the hospitality industry”. Discuss the safety and security systems developed and adopted by the hotels.

(10)

Q.5. Indicate the right answer to the multiple choice options provided:

- (i) When was the Apprenticeship Act was enacted in India?
 - (a) 1961
 - (b) 1958
 - (c) 1960
 - (d) 1959

- (ii) What is the full form of F.E.M.A.
 - (a) Federation of Economy Management Act
 - (b) Foreign Exchange Management Act
 - (c) Free Economy Management Act
 - (d) Federal Exchange Management Act

- (iii) What is the current tax under G.S.T. for the room of price range Rs.2,500 – Rs.7,500?
 - (a) 5%
 - (b) 12%
 - (c) 18%
 - (d) 28%

- (iv) An agreement becomes contract when;
 - (a) It becomes legally enforceable
 - (b) It is of mutual consent
 - (c) Nobody can object over it
 - (d) Both the parties agree to the provided conditions

- (v) How much is the Foreign Direct Investment (FDI) allowed in hotel sector in India?
 - (a) 50%
 - (b) 75%
 - (c) 90%
 - (d) 100%

(5x2=10)

Q.6. Explain the term “Contract” with relevant examples. Enlist the essentials for a lawful contract and detail the different types of contracts.

(10)

Q.7. Explain in detail Corporate Social Responsibility (CSR). Illustrate the various CSR activities done by the hospitality industry.

(10)

Q.8. Write short notes on **any five**:

- (a) Psychological tricks of F&B outlets.
- (b) Focal points of a menu.
- (c) Shops and Establishment Act.
- (d) Food Safety & Standards Authority of India (FSSAI).
- (e) Market Segmentation.
- (f) Importance of cyber laws.

(5x2=10)

Q.9. Evaluate **any two** terms with relevant examples:

- (a) Evolution of revenue management
- (b) Seven steps in HACCP
- (c) Objective pricing methods

(2x5=10)

Q.10. Discuss the concept of menu engineering and evaluate its role in restaurant business. With the help of Menu Engineering matrix, categorize the items mentioned in the table below:

Menu Item	No. of Items sold	Portion cost	Menu price
Manhattan Burger	420	\$2.21	\$4.95
Poulet A La King	360	\$4.50	\$8.50
Croque Monsieur	150	\$4.95	\$9.50
Tenderloin Strips	70	\$4.00	\$6.45

(4+6=10)
