

MAY 2013

P/ID 77567/PMBT3

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain Hospitality Industry.
2. Discuss about secondary Hospitality Industry.
3. Bring out the role of Receptionist.
4. Discuss about hotel reservation.
5. Explain Lobby.
6. Discuss about 'Bell Desk'.
7. Discuss the value of Guest relation executive in a hotel.
8. Explain Night audit.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Discuss the history of hotel automation.
10. Discuss the role of Food and beverage manager of a Three Star Hotel.
11. Discuss the importance of House Keeping department.
12. F and B is the back bone of hotel – Substantiate.
13. Discuss the role of Finance Department.
14. Discuss the employee Facilities and benefits being offered by hotel industry.
15. Explain the sources of man power for hotel industry.
16. What is meant by public area in hotel? Explain how to keep the public area up.

PART C — (1 × 20 = 20 marks)

(Compulsory question)

17. Case study :

Fortune Hotel Pvt. Ltd. is a London based, Chain of hotels company, established in 1920. Mr. Watson, son of the founder, is a management graduate specialised in Hotel Management. To fulfil the dream of his father, he has drawn ambitious plane to enter into Asian Countries. To start with, the board has decided to establish a Five Star Hotel in Bangalore.

To find out the facilities that can attract Indian corporate travellers and NRI, Watson has approached a consultant in India.

Assume that you are the consultant, suggest a strategic plan to attract more guests. What positioning and promotional strategy you would recommend to the management?