

**B.S. DEGREE EXAMINATION, APRIL 2010
HOSPITALITY AND TOURISM MANAGEMENT
RESORT AND THEME PARK MANAGEMENT**

Duration : 3 Hours

Maximum : 60 marks

Part - A

(6 x 3 = 18)

Answer ALL Questions

1. Write a note on:
 - i. Year - round resorts
 - ii. Summer resorts
2. Briefly explain the economic impacts of resort development.
3. What is Resort Market Segmentation ?
4. Write a note on the 'Leisure Market' .
5. Draw a Chart to illustrate the functional divisions of a resort.
6. What is European Plan of meals in resorts ?

Part - B

(4 x 8 = 32)

Answer any FOUR Questions

7. Explain the characteristics of Resort Management.
8. What are the five phases of Resort Development. Explain.
9. What are the major recreational facilities that can be made available in resorts ?
10. Write a note on employee relations and labour unions in resorts.
11. How can energy be conserved in resorts ? Illustrate with examples.
12. Write a note on resort marketing and sales promotion.

Part - C

(1 x 10 = 10)

Case Study (Compulsory)

13. Draw out a Marketing Plan for a Beach Resort in 'Chennai' .

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B.S DEGREE EXAMINATION, APRIL 2010
HOSPITALITY AND TOURISM MANAGEMENT
COMPUTER APPLICATIONS IN
HOSPITALITY INDUSTRY

Duration: 3 Hours

Maximum: 60 Marks

Part-A

(6 x 3 = 18)

Answer ALL the Questions

1. What are the types of computers?
2. Write short note on Electronic Spread Sheet.
3. What is meant by Global Distribution Systems?
4. Why Electronic Locking Systems are used in Hospitality Industry?
5. Write the application of Food and Beverage System.
6. Explain Receipt management software and issues.

Part - B

(4 x 8 = 32)

Answer any FOUR Questions

7. Write short notes on:
 - a. Electronic data processing
 - b. Hotel property management system
8. Describe about database management software and Input/Output units.
9. Explain the Central Reservation Systems and its advantages.
10. Write about the Room management module and Guest accounting module.
11. Describe the process of computer based guests checks and Pos order entry units.
12. Explain about Sales analysis and reservation management process in Hotel Industry.

Part - C

(10 marks)

Compulsory

CASE STUDY:

13. a. Briefly explain the application of Food and Beverage management software and guest operating devices.
 - b. How Computers and Internet are used in Hospitality Industry, its advantages.

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**B.S. DEGREE EXAMINATION, APRIL 2010
HOSPITALITY AND TOURISM MANAGEMENT
MANAGERIAL ACCOUNTING FOR THE
HOSPITALITY INDUSTRY**

Duration : 3 Hours

Maximum : 60 marks

Part - A

(6 x 3 = 18)

Answer ALL Questions

1. Explain 'Accounting Cycle'
2. Define 'cash from operation'
3. Explain CVP analysis.
4. State the objectives of working capital.
5. Define 'Capital Rationing'.
6. State the advantages of leasing.

Answer any FOUR Questions

7. Describe the need of Management Accounting for tourism industry.
8. Explain the different kinds of ratios used for hospitality industry.
9. Explain the factors determining working capital.
10. Traders Ltd. are engaged in large scale retail business. From the following information, you are required to forecast their working capital requirements.

Project annual sales	Rs. 130 lacs
Percentage of net profit on cost of sales	25 %
Average credit period allowed to debtors	8 weeks
Average credit period allowed by creditors	4 weeks
Average stock carrying (in terms of sales requirements)	8 weeks
Add: 10% to computed figures to allow for contingencies.	

11. The expenses for an estimate of 500 occupancy in a hotel are given below:

	per unit Rs.
Materials	50
Labour	20
Variable Overheads	15
Fixed Overheads (Rs. 50,000)	10
Administrative expenses (5% variable)	10
Selling expenses (20% fixed)	6
Distribution expenses (10% fixed)	5
 Total cost of sales per unit	 5

	116

You are required to prepare to budget for 700 occupancy.

12. There are two projects X and Y. Each project requires an investment of Rs. 20,000. You are required to rank these projects according to the pay back method from the following information:

(Net profit before depreciation and after tax)

Year	Project X	Project Y
I	1,000	2,000
II	2,000	4,000
III	4,000	6,000
IV	5,000	8,000
V	8,000	--

Part - C

(1 x 10 = 10)

Compulsory

13. The Balance Sheet of ABC Ltd is as follows:

Liabilities	1.1.04	31.12.04	Assets	1.1.04	31.12.04
	Rs.	Rs.		Rs.	Rs.
Equity					
capital	1,00,000	1,00,000	Cash	10,000	7,200
General					
Reserve	1,00,000	1,00,000	Debtors	70,000	76,800
Profit &					
Loss A/c	96,000	98,000	Stock	50,000	44,000
Current					
Liabilities	72,000	82,000	Land	40,000	60,000
Loan from					
Associate					
Company	-	40,000	Buildings	1,00,000	1,10,000
Loan from					
Bank	62,000	50,000	Machinery	1,60,000	1,72,000
	4,30,000	4,70,000		4,30,000	4,70,000

During the year, Rs. 52,000 was paid as dividends. The provision for depreciation against machinery as on 01/01/04 was Rs. 54,000 and as on 31/12/04 was Rs. 72,000. You are required to prepare a Cash Flow Statement.

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B.S. DEGREE EXAMINATION, APRIL 2010
HOSPITALITY AND TOURISM MANAGEMENT
TRAVEL AND TOURISM MANAGEMENT

Duration : 3 Hours

Maximum : 60 marks

Part - A

(6 x 3 = 18)

Answer ALL Questions

1. Expand ASTA, PATA and LALA.
2. What are the qualities of a guide ?
3. Who are all the agencies in Tourism planning ?
4. What are the advantages of STA ?
5. What is Tourism planning ?
6. What do you understand by Heritage Hotels ?

Part - B

(4 x 8 = 32)

Answer any FOUR Questions

7. What are the various types of transport system ?
8. Explain the functions of Travel Agency.

9. Discuss the various regulations of Government to regulate foreign tourists.
10. Explain the environmental impact due to Tourism.
11. Explain the different types of Tourism Planning.
12. What are the incentives and subsidies adopted by State Government for developing Tourism ?

Part - C

(1 x 10 = 10)

Compulsory

13. Discuss the pros and cons of Tourism policy of India.

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**B.S. DEGREE EXAMINATION, APRIL 2010
HOSPITALITY AND TOURISM MANAGEMENT
FOOD & BEVERAGE MANAGEMENT**

Duration : 3 Hours

Maximum : 60 marks

Part - A

(6 x 3 = 18)

Answer ALL Questions

1. How are vegetarians divided into several types ?
2. What are the three levels of Managers ?
3. Differentiate Internal Selling and Internal Merchandising.
4. Explain line and staff manager.
5. Give three sources of Iron, Phosphorous and Iodine.
6. What is the difference between Publicity and Public Relations ?

Part - B

(4 x 8 = 32)

Answer any FOUR Questions

7. What are the three analysis typically included in an ongoing marketing research ?
8. What are the advantages and disadvantages of advertising through newspapers and magazines ?
9. What are the Managerial responsibilities and relationships towards primary and secondary groups ?
10. Write a note on Speciality Menus.
11. What are the advantages and disadvantages of :
 - a. Chain Restaurants
 - b. Franchisees
12. What is Management process ? Explain.

Part - C

(1 x 10 = 10)

Compulsory

13. If you were asked to invest in a new commercial food service operation, what would you expect a feasibility study to show in relation to:
 - Proposed Location
 - Demographic Statistics
 - Probable Competitors and
 - Projected financial success

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**B.S. DEGREE EXAMINATION, APRIL 2010
HOSPITALITY AND TOURISM MANAGEMENT
HUMAN RESOURCES IN HOSPITALITY INDUSTRY**

Duration : 3 Hours

Maximum : 60 marks

Part - A

(6 x 3 = 18)

Answer ALL Questions

1. Explain the breakdown of occupations in Hospital Industry .
2. Explain the nature of personnel management.
3. What is human resource ?
4. What do you mean by job analysis ?
5. Explain the importance of industrial relations institutions.
6. What do you mean by manpower planning ?

Part - B

(4 x 8 = 32)

Answer any FOUR Questions

7. Explain the role of personnel manager.
8. Define the term HRM and explain HRM model.
9. What do you mean by MBO ?
10. What do you mean by manpower budgeting ? Explain its significance.
11. What aspects of job analysed ?
12. What do you mean by Organisational Structure ? Explain its importance.

Part - C

(1 x 10 = 10)

Compulsory
(Case Study)

13. Prepare a recruitment programme and selection procedure for Goodwin Company P Ltd.

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Part - B

(4 x 8 = 32)

Answer any FOUR Questions

7. Explain briefly the stages in the entrepreneurial process.
8. Discuss in detail about any two theories of Entrepreneurial Origin.
9. Explain in detail the process of searching a Business idea and selection of a best idea.
10. Write Short Notes on:
 - a. DIC
 - b. SIDCO
11. Critically examine the contents of ED training programme.
12. Explain the significance of Marketing Study for Entrepreneurship Ventures.

Part - C

(1 x 10 = 10)

Compulsory

13. Discuss in detail the various incentives and subsidies provided by Government of India for developing Entrepreneurship.

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**B.S. DEGREE EXAMINATION, APRIL 2010
HOSPITALITY AND TOURISM MANAGEMENT
INTERNATIONAL HOSPITALITY MANAGEMENT**

Duration : 3 Hours

Maximum : 60 marks

Part - A

(6 x 3 = 18)

Answer ALL Questions

1. What is Environmental Scanning ?
2. What is Industry-Environment co-alignment ?
3. How does Demographic Environment affect the hospitality industry ?
4. List out the merits and demerits of non-franchise type of hotels.
5. What is green marketing ?
6. What is strategic tourism marketing ?

Part - B

(4 x 8 = 32)

Answer any FOUR Questions

7. Explain the political environment of a nation and its impact on Tourism Development.
8. How is hospitality industry environment scanned ?
9. Explain the aspect of environment industry match.
10. Present India's tourism policy and strategy.
11. What are the global factors that affect the growth of an industry ? Explain.
12. Internationalisation hospitality industry is need of the hour - Comment.

Part - C

(1 x 10 = 10)

Compulsory
(Case Study)

13. Mumbai terrorist attack has a major impact on International Tourism - Explain

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**B.S. DEGREE EXAMINATION, APRIL 2010
HOSPITALITY AND TOURISM MANAGEMENT
CONVENTION MANAGEMENT**

Duration : 3 Hours

Maximum : 60 marks

Part - A

(6 x 3 = 18)

Answer ALL Questions

1. Write a brief note on exposition and its scope.
2. What are familiarisation tours ? Give an example.
3. What are the advantages of a direct mail campaign ?
4. Why parking attendants are needed in a convention ? What are his duties ?
5. What are the types of furniture needed for a meeting ?
6. What is a trade show ?

Part - B

(4 x 8 = 32)

Answer any FOUR Questions

7. Explain the steps involved in organising convention sales.
8. Explain the issues and concerns in telephonic sales calls.
9. What are the contents of a uniform commercial code? Why is it necessary?
10. Critically analyse the roles and responsibilities of a Guest Rooms Manager.
11. Illustrate scales drawings for a convention of 1200 participants.
12. Explain marketing plan for a trade show.

Part - C

(1 x 10 = 10)

Compulsory

CASE STUDY :

13. You are the Convention Services manager of "Glo Sign Private Limited", which is entrusted with the responsibility of organising a multinational convention of small and medium exporters at Coimbatore. The convention is sponsored by UNIDO and hosted by the Government of Tamil Nadu.

As a convention services manager, prepare a plan for the following:

- A) Reservation and Room Assignment
- B) Pre-convention Meeting
- C) Function Room Plan and Budget

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B.S. DEGREE EXAMINATION, APRIL 2010
HOSPITALITY AND TOURISM MANAGEMENT
HOSPITALITY FRENCH

Duration : 3 Hours

Maximum : 60 Marks

Part - A

Lisez le texte suivant et répondez aux question's
quile suivent: (6 x 3 = 18)

M. Henri :Bonsoir

Nous avons une réservation

Réceptionnaire: Bonsoir, monsieur

A quel nom, s'il vous plaît ?

M. Henri : Henri

Réceptionnaire: Un instant, s'il vous plaît ! (...) C'est exact. Une chambre double pour trois nuits ?

M. Henri : Oui. On voudrait une chambre calme.

Réceptionnaire: Bien (...) Vous avez la chambre n°4 côte piscine.

Mme Henri: Ah, il y a une piscine ! Est-ce que la chambre est climatisée ?

Réceptionnaire :Oui, bien sûr !

Questions:

1. Est-ce que Met Mme Henri ont une réservation ?
2. Combien de nuits est-ce qu'ils veulent rester ?
3. Quel type de chambre est-ce qu'ils veulent ?
4. Quelle chambre est-ce que le réceptionnaire leur donne ?
5. Est-ce que la chambre est climatisée ?
6. Est-ce qu'il y a une piscine ?

Part - B

Traduisez en anglais (20)

Maître d'hôtel:Bonjour, messieurs-dames

Mme Rigal :Nous voudrions une table calme

Maître d'hôtel: Par ici, s'il vous plaît. (...) est-ce que cela vous convient ?

Mme Rigal : C'est parfait, merci

Maître d' hôtel: (...) Est-ce que vous voulez commander?

Mme Rigal : Oui. Je vais prendre un jus d' orange, du thé et des toasts

Maître d' hôtel : Et vous, monsieur ?

M. Rigal : Hum, moi je vais prendre du café, uné omelette et des toasts.

Maître d' hôtel : Est-ce que vous prenez un jus de fruit, monsieur ?

M. Rigal : Non merci.

Maître d' hôtel : Est-ce que je peux avoir le n° de votre chambre s' il vous plaît

M. Rigal : 951

Maître d' hôtel : Merci, messieurs-dames.

Part -C

Ecrivez un dialogue: (10)

Le client a d'êja réservé une chambre double pour trois nuits. L' employé confirme l' existence de la réservation et souhaite la bienvenue.

Part - D

Conjuguez les verbes suivants

(6 x 2 = 12)

- a. “faire” au présent.
- b. ‘avoir” au passé composé.
- c. ‘aller’ au passé composé.
- d. “être” au futur.
- e. Pouvoir au futur.
- f. Vouloir au présent.

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