S.No. : 279

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BHM 2803

Following Paper ID and Roll No. to be filled in your Answer Book.

PAPER ID : 26173   Roll No.

# BHMCT Examination 2021-22

## (Even Semester)

## HOSPITALITY MANAGEMENT

**Time : Three Hours]**          **[Maximum Marks : 60**

**Note :–** Attempt all questions.

## SECTION – A

1. Define the following terms :          $8 \times 1 = 8$

   (a)  Etiquette

   (b)  FHRAI

   (c)  Pent House

   (d)  GDS

   (e)  Grape vine

[P. T. O.

    (f)    Organizing

    (g)    Franchise

    (h)    Customer Care

## SECTION – B

2.  Attempt any two parts of the following :    2×6=12

    (a)    What is Hospitality? Explain the major problems faced in Indian hospitality industry.

    (b)    Discuss the role of information technology in the growth of Indian hospitality industry.

    (c)    What do you understand by the term 'Control'? Explain the importance of control in hospitality management.

    (d)    Explain the hotel classification criteria followed in Indian hospitality industry in detail.

## SECTION – C

**Note :–**  Attempt all questions from this section.

                    10×4=40

3. Attempt any two parts of the following : 5×2=10

(a) Write a detailed note on the origin and growth of hospitality industry in India.

(b) What are the major trends followed in the Indian hospitality industry? Explain in detail.

(c) Discuss the major hospitality players contribution for developing hospitality industry of India.

4. Attempt any two parts of the following : 5×2=10

(a) Explain the functions of hospitality distribution channel in Indian hotels.

(b) Write a detailed note on employment pattern of hospitality industry in India.

(c) What is Responsible Hospitality? Explain the importance of responsible hospitality adoption for India hotels.

5. Attempt any two parts of the following : 5×2=10

(a) Discuss the major elements of directing and leading in hospitality industry.

(b) Explain the importance of human resource management in hospitality industry of India.

(c) What is Planning? Explain the role of planning in the hotel industry.

6. Attempt any two parts of the following :    5×2=10

(a) Explain the major laws and rules related to Indian hospitality industry.

(b) Write a note on meal plans followed in various 5 star hotels of India.

(c) Discuss the importance of telephone handling in front office and room service in detail.

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