

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT  
AND CATERING TECHNOLOGY, NOIDA  
**ACADEMIC YEAR - 2013-2014**

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

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(Marks allotted to each question are given in brackets)

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- Q.1. What are the goals of the purchase department in a 5-star deluxe hotel? What considerations of pricing are enforced for best quality and quantity by the department? (10)
- Q.2. For most Food & Beverage outlets located in metro cities, targeting Unique Market Segment is both a reality and a necessity. Discuss.
- OR**
- Food service is not by accident but planned. Discuss with examples from the hospitality industry. (10)
- Q.3. Budgeting is a key control tool. Draw a format of food & beverage revenue budget for a financial year of a speciality restaurant for lunch and dinner.
- OR**
- What do you understand by the WOW factor? Explain why repeated business is often listed with this phenomenon. (10)
- Q.4. What is Market segmentation? Explain clearly about Mass Marketing. Differentiate between product Marketing and Target Marketing. (2+4+4=10)
- Q.5. What is CRM? Discuss its application in the hospitality industry. (10)
- Q.6. What is menu merchandising? Explain its advantages & dis-advantages. (10)

Q.7. Write short notes on **any two**:

- (a) Cyber laws pertaining to hospitality sector.
- (b) Franchising v/s Ownership
- (c) ISO Standards

(2x5=10)

Q.8. Discuss the trends in reservation pattern vis-à-vis the latest technological development including the internet bookings.

**OR**

Cyber space is a virtual world and computer screen is the window to it. It is necessary to remember that internet is not a private network. Comment with reference to privacy on internet.

(10)

Q.9. List and describe licences and permits required in opening up a low venture hospitality unit.

(10)

Q.10. What do you understand by branding and re-branding? Discuss.

(10)

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