

NATIONAL COUNCIL FOR HOTEL MANAGEMENT AND CATERING TECHNOLOGY, NOIDA  
**ACADEMIC YEAR – 2019-2020**

COURSE : 1<sup>st</sup> 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 in hospitality industry. Illustrate 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. Quote some future trends in service delivery. (10)
- Q.2. Evaluate **any two** terms with relevant examples:  
 (a) 7 steps in HACCP  
 (b) Hotel market segmentation  
 (c) Objective pricing methods (2x5=10)
- Q.3. Write short notes on **any five**:  
 (a) Evolution of revenue management  
 (b) Focal points of a menu  
 (c) Water Conservation  
 (d) Food Safety & Standards Authority of India (FSSAI)  
 (e) Hospitality distribution channels  
 (f) Diversity in Food & Beverage  
 (g) Dietary concerns (5x2=10)
- Q.4. Discuss the **5 Gap analyses** in the service and hospitality industry; recommend the solutions to the existing GAPS.  
**OR**  
 Explain the dimensions of quality. Discuss the quality assessment and assurance programs of hotels. (10)
- Q.5. Explain the importance of wellness and spa management in tourism industry. Illustrate the growth and development of spa industry in India. (10)
- Q.6. Analyze the methods and techniques used by hotels for ecological balance and energy conservation. Quote the latest techniques used in hospitality industry.  
**OR**  
 Distribution channels play an important role in selling hotel facilities. Discuss the types and trends of distribution channels. (10)
- Q.7. Enlist the licenses and permits required to open a 3-star hotel in a metro city. Explain each of them in brief. (10)
- Q.8. Explain the term "Contract" with relevant examples. Enlist the essentials for a lawful contract and detail the different types of contracts. (10)
- Q.9. Explain in detail Corporate Social Responsibility (CSR). Illustrate the various CSR activities done in hospitality industry. (10)

Q.10. With the help of Menu Engineering matrix, categorize the items mentioned in the table below:

<b>Menu item</b>	<b>Number sold</b>	<b>Portion cost in Dollars</b>	<b>Selling price in Dollars</b>
Fried Shrimp	210	4.90	7.95
Fried Chicken	420	2.21	4.95
Chopped Sirloin	90	1.95	4.50
Prime Rib (12 oz.)	600	4.95	7.95
Prime Rib (20 oz.)	60	5.65	9.95
NY Strip steak	360	4.50	8.50
Top Sirloin steak	510	4.30	7.95
Red snapper	240	3.95	6.95
Lobster tail	150	4.95	9.50
Tenderloin tips	360	4.00	6.45

(10)

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