

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

MHMCT (Sem.-4)
HOTEL SALES & MARKETING

Subject Code : MHM-401-18

M.Code : 77964

Date of Examination: 07-05-2024

Time : 3 Hrs.

Max. Marks : 60

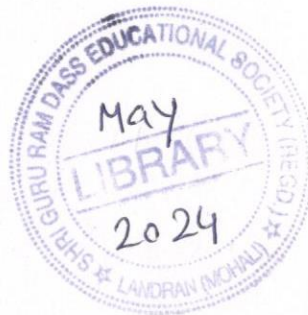
INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Answer the following :

- a) What is Promotion?
- b) What is Branding?
- c) What is Test Marketing?
- d) What is Marketing Process?
- e) What is Sales Promotion?
- f) What is Marketing Environment?
- g) What is Personal Selling?
- h) What is Consumer behavior?
- i) What is Market Segmentation?
- j) Differentiate between consumer and customer.



SECTION-B

2. Define price. Discuss the various methods of pricing.
3. Discuss the various elements of brands.
4. What is market segmentation? Discuss the various bases of segmenting consumer marketing.
5. Pen down the tools of marketing control.
6. Discuss the recent trends of marketing.

SECTION -C

7. Define Marketing mix. Pen down the 7 P's related to service marketing and discuss 4 P's in detail.
8. What is meant by customer loyalty? Discuss the ways to retain customer and developing service quality program.
9. Discuss in detail the various types of marketing environment with suitable examples.

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MHMCCT (Sem.-4)
FRONT OFFICE MANAGEMENT
Subject Code : MHM405C/18
M.Code : 78018
Date of Examination : 08-06-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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SECTION-A

1. Define the term :

- a) Yield % formula
- b) 3 Basis of charging room tariff
- c) Elements of Marketing
- d) Up-selling
- e) Walk-in %
- f) Split folio
- g) Define Volume Guarantee Rate
- h) Rooming List
- i) ECO
- j) Rate spread



SECTION-B

2. Draw a neat Format of 3 days forecasting form for room availability.
3. Write down the benefits of Yield Management.
4. Discuss different types of modes of payment accepted in hotels. Classify.
5. What are the various types of meal plans offered by five star hotel properties?
6. Explain about how front office department coordinates with other departments.

SECTION-C

7. What are the fundamentals of Front office accounting? Explain different types of accounts created by front office staff to manage guests' financial transactions.
8. Explain Night Auditing. Write in detail the complete process of Night Auditing and its significance.
9. What do you understand by Rack Rate? Explain and list the various pricing methods adopted for room tariff fixation in hotels.

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MHMCT (Sem.-4)
ORGANISATIONAL BEHAVIOUR

Subject Code : MHM-403-18

M.Code : 77966

Date of Examination : 14-05-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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SECTION-A

1. Write briefly:

- (a) Halo effect
- (b) Group norms
- (c) Johari window
- (d) Body language
- (e) Maslow's Need Hierarchy.
- (f) Group cohesiveness
- (g) Theory X
- (h) Is it possible to change Attitudes?
- (i) Types of teams
- (j) Conflict.



SECTION-B

2. Discuss the scope of organisation behaviour in the post covid times.
3. Discuss Herzberg Two Factor Theory of Motivation in detail.
4. What are the determinants of personality? Discuss.
5. What are the stages of group development? Discuss.
6. "A good leader helps his subordinate to solve problems by themselves". Comment.

SECTION-C

7. Trace the historical evolution of organisation behaviour. Discuss the systems approach for understanding behaviour.
8. Discuss the various factors influencing perception. What are the various perceptual errors?
9. What are the causes of stress? Discuss the various stress coping strategies.

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MHMCT (Sem.-4)
HOSPITALITY LAW
Subject Code : MHM-404-18
M.Code : 77967
Date of Examination : 17-05-2024

Time : 3 Hrs.

Max. Marks : 60

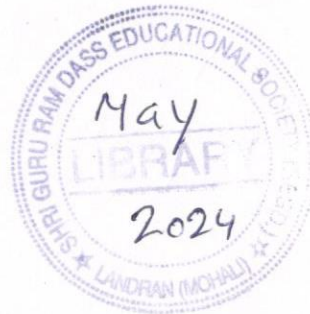
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SECTION-A

1. Answer briefly :

- Who is a minor according to Law of Contract?
- What is a void contract?
- Write the full form of ISI what is it?
- What do you mean by tenant?
- What is coercion?
- What do you mean by Permit?
- Who is a person of unsound mind?
- Is Hotel an Industry why and how?
- What are the consequences of Food Adulteration?
- What are Hygiene rules?



SECTION-B

2. Can a stranger enter into a contract? Why?
3. What is the difference between fraud and coercion?
4. What steps are to be taken in hotels who serve liquor?
5. What is liquor legislation and type of licenses?
6. What is Consumer Protection Act and what is its importance?

SECTION-C

7. What is a Contract? What are the essentials of the Contract? Who can enter into a Contract?
8. What do you mean by Environment Pollution? How can the environment be protected from Pollution?
9. What are the Laws relating to Hygiene, Sanitation and Food Adulteration? What is the importance of ISI and AGMARK?

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MHMCT (Sem.-4)
ACCOMMODATION MANAGEMENT
Subject Code : MHMCT-100

Subject Code : MHM-406C-18

M.Code : 78022

M.Code : 78022
Date of Examination : 18-05-2024

Time : 3 Hrs.

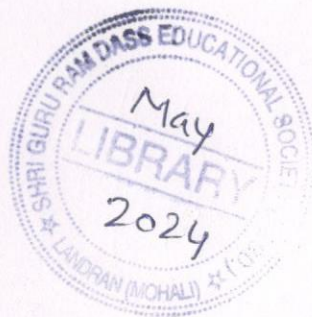
Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :
1. SECTION-A is compulsory.

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SECTION-A

1. Explain briefly the following term:
- a) SOP
 - b) Time and motion study
 - c) Job specification
 - d) Duty roster
 - e) Area inventory list
 - f) Waste management
 - g) Productivity standards
 - h) Par stock
 - i) Pre-opening budget
 - j) Snag list.



SECTION -B

2. What is 'division of work' document?
3. Discuss the advantages and disadvantages of using external contract services.
4. Write a note on Boutique hotel concept.
5. What is budget? Discuss its importance.
6. Describe the budget planning process.

SECTION-C

7. What is training? Discuss the different types of training.
8. What is water conservation? Discuss methods that may be adopted by hotels for water conservation.
9. Prepare a checklist of the housekeeping responsibilities in the countdown to the launch of a new property.

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