

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

MHMCT (Sem.-4)  
**HOTEL SALES & MARKETING**  
Subject Code : MHM401-18  
M.Code : 77964  
Date of Examination : 06-05-2025

Time : 3 Hrs.

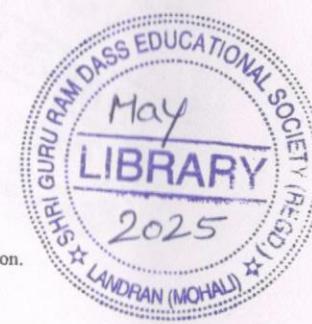
Max. Marks : 60

**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. Define the term:
  - a. What are the importance and objectives of sales promotion?
  - b. Mention two types of sales quotas.
  - c. Define the term "brand" and list two benefits of branding.
  - d. What is product repositioning? Provide one example.
  - e. Define market segmentation and mention one criterion for market segmentation.
  - f. What is the significance of control in marketing?
  - g. Briefly explain the term "test marketing."
  - h. Mention two characteristics of services that differentiate them from goods.
  - i. What is international marketing and why is it important?
  - j. List two benefits of customer value for businesses.



**SECTION - B**

2. Explain the different tools used in sales promotion, focusing on sales force-promotion.
3. Discuss the various advertising media, highlighting indoor and outdoor advertising with examples.
4. Define and analyze the concept of market positioning, including successful positioning approaches.
5. Explain the marketing mix in service marketing and its relevance in today's market.
6. Discuss recent trends in marketing, focusing on test marketing and word-of-mouth marketing with examples.

**SECTION - C**

7. Discuss the importance of marketing planning and its characteristics, with emphasis on its impact on organizational success.
8. Elaborate on the concept of customer retention through service quality, including steps to develop a service quality program.
9. Write a detailed note on the tools and techniques of marketing control, providing examples of their application in organizations.

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MHMCT (Sem.-4)  
**ENTREPRENEURSHIP DEVELOPMENT**  
Subject Code : MHM402-18  
M.Code : 77965  
Date of Examination : 20-05-2025

Time : 3 Hrs.

Max. Marks : 60

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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. Write briefly :
  - a) Define Entrepreneurship.
  - b) What is Project Report?
  - c) What is DIC?
  - d) What is EDP?
  - e) What is a business strategy?
  - f) What is nice play?
  - g) What is networking?
  - h) What are the qualities of an entrepreneur?
  - i) What is meant by franchising?
  - j) What is SSI?



**SECTION - B**

2. Explain the various classifications of Entrepreneurs.
3. Discuss the role of EDP's and its relevance and achievements.
4. Discuss the various functions of entrepreneurship.
5. Discuss the strategic approaches in changing economic scenario for small scale entrepreneurs.
6. Discuss the role of commercial banks in entrepreneurial development.

**SECTION - C**

7. Discuss the functions of an entrepreneur and the factors affecting entrepreneurship.
8. Explain in detail the following entrepreneurial development agencies and their roles :- NSIC, IDBI, IFCI & DIC.
9. Prepare a project report by highlighting the marketing, financial, operation and people feasibility.

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MHMCT (Sem.-4)

**BAR MANAGEMENT**

Subject Code : MHM406B-18

M.Code : 78021

Date of Examination : 23-05-2025

Time : 3 Hrs.

Max. Marks : 60

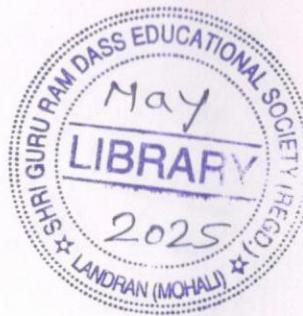
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**SECTION - A**

1. Define the term :

- a. What are the types of bars? Mention one example for each.
- b. List any three important equipment used in a bar.
- c. Mention two factors influencing the choice of bar location.
- d. Define mocktails and provide one example.
- e. What is the role of garnish in cocktails?
- f. Name two popular shooters and their base ingredients.
- g. Explain the term "aromatized wine" and provide an example.
- h. What are the storage requirements for wine?
- i. List two common vine diseases affecting wine production.
- j. Mention two food and wine pairings.



**SECTION - B**

2. Discuss the different licenses required for operating a bar, highlighting their importance.
3. Explain the process and techniques involved in making layered cocktails.
4. Describe the classification of wines and provide examples of still, sparkling and fortified wines.
5. Analyze the role of atmosphere and décor in creating a bar's identity.
6. Explain the concept of food and wine harmony, with examples of specific pairings.

**SECTION - C**

7. Elaborate on the history, methods and preparation techniques of cocktails and mocktails, including popular recipes.
8. Discuss the wines of South Africa, Australia and the USA, comparing their unique features and production styles.
9. Write a detailed note on bar management terminology, focusing on its relevance to food and beverage operations.

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MHMCT (Sem.-4)  
**ORGANIZATIONAL BEHAVIOUR**  
Subject Code : MHM-403-18  
M.Code : 77966  
Date of Examination: 23-05-2025

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

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**SECTION-A**

1. Write briefly :

- a. Define "Organizational Behaviour" and explain its significance.
- b. Mention two functions of managers in an organization.
- c. What is the systems approach for understanding organizations?
- d. Define "Learning" and name two theories of learning.
- e. What is "perceptual error"? Provide one example.
- f. Briefly describe the process of communication.
- g. Define "personality" and list two determinants of personality.
- h. What are "values"? Mention two types of values.
- i. Define "group dynamics" and its importance in organizations.
- j. What is the Johari Window in interpersonal relationships?



**SECTION - B**

2. Explain the historical evolution of organizational behavior, highlighting key milestones.
3. Discuss the factors influencing perception and the concept of the self-fulfilling prophecy.
4. Analyze the process of communication, including common barriers and gateways to effective communication.
5. Describe the nature, causes, effects and management of stress in organizational settings.
6. Differentiate between groups and teams, providing examples and discussing their role in organizations.

**SECTION - C**

7. Elaborate on the concept of motivation, discussing key theories of motivation such as Maslow's hierarchy of needs and Herzberg's two-factor theory.
8. Write a detailed note on leadership, including its definition, key factors and major theories.
9. Analyze group decision-making processes and explain how group behaviour evolves over different stages of development.

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MHMCT (Sem.-4)  
HOSPITALITY LAW  
Subject Code : MHM-404-18  
M.Code : 77967  
Date of Examination : 27-05-2025

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

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**SECTION-A**

**1. Write briefly :**

- a. What is an implied contract? Provide an example.
- b. Define a 'voidable contract' and mention one scenario where a contract becomes voidable.
- c. What are the essential elements of a valid offer?
- d. Briefly describe 'consideration' and state its significance in a contract.
- e. When is a contract made without consideration Valid?
- f. Explain the term 'coercion' in contract law.
- g. What is the purpose of the Food Adulteration Act in India?
- h. Describe the role of AGMARK in food legislation.
- i. State the key objective of the Payment of Wages Act.
- j. What is a 'trade union' under the Trade Unions Act?



**SECTION - B**

2. Describe the legal consequences of fraud in contract law and its impact on the enforceability of a contract.
3. Explain the importance of hygiene and sanitation laws in the hospitality industry with specific examples.
4. Discuss the types of permits available under liquor legislation and their relevance for licensed premises.
5. Explain the Shops and Establishments Act with respect to working hours, overtime and employee rights.
6. Outline the Consumer Protection Act's procedure for redressal of grievances with examples related to the hospitality sector.

**SECTION - C**

7. Discuss the classification of various mistakes (unilateral and bilateral) in contract law and their effects on contract enforceability.
8. Elaborate on the Shops and Establishment Act, detailing the rules regarding employee registration, daily and weekly working hours and annual leave.
9. Provide an overview of the Laws Relating to Hygiene, Sanitation and Adulteration, including ISI standards, the Prevention of Food Adulteration Act and AGMARK.

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MHMCT (Sem.-4)  
**ACCOMMODATION MANAGEMENT**  
Subject Code : MHM406C-18  
M.Code : 78022  
Date of Examination : 04-06-2025

Time : 3 Hrs.

Max. Marks : 60

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**SECTION - A**

1. Explain briefly the following term :
  - a. What is a "Performance Standard" in housekeeping?
  - b. Explain the significance of "Job Allocation" in housekeeping operations.
  - c. Define "Inventory Level for Non-Recycle Items" and provide examples.
  - d. What are the characteristics of a boutique hotel?
  - e. Mention two considerations when planning a suite.
  - f. List two types of contracts commonly used in housekeeping.
  - g. What is "Waste Management" in the context of housekeeping?
  - h. Define "Energy Conservation" and its relevance in hotels.
  - i. What is the purpose of a "Duty Roaster" in housekeeping?
  - j. What is the importance of training in the housekeeping department?



**SECTION - B**

2. Discuss the importance of "Time and Motion Study" in improving productivity in housekeeping.
3. Explain the planning process for bathrooms and lounges in a hotel, including key design considerations.
4. Analyze the guidelines for hiring contract services and their impact on housekeeping operations.
5. Describe the role of budgets in housekeeping operations and the process of stock issuing and control.
6. Explain the importance of water conservation in hotels, including specific methods used to reduce water consumption.

**SECTION - C**

7. Provide a detailed explanation of the housekeeping planning process, including an overview of job allocation, teamwork and leadership.
8. Discuss in depth the new property operations for housekeeping, focusing on a step-by-step countdown approach.
9. Write a detailed analysis of planning trends in housekeeping, including provisions for physically challenged guests and leisure facilities for guests.

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MHMCT (Sem.-4)  
**BAKERY MANAGEMENT**  
Subject Code : MHM406A-18  
M.Code : 77969  
Date of Examination : 04-06-2025

Time : 3 Hrs.

Max. Marks : 60

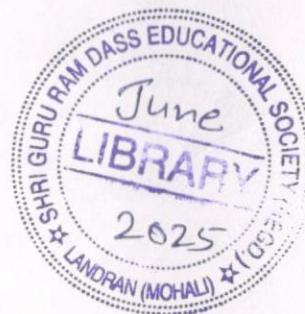
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**SECTION-A**

1. Define the term :

- a) Choux paste
- b) Recipe of 1 ltr Vanilla Ice-cream.
- c) Royal Icing
- d) Knock back
- e) Differentiate between Double cream and Whipping cream.
- f) Invert Sugar
- g) Flaky pastry
- h) Parline
- i) Differentiate between Swiss meringue and Italian meringue.
- j) Differentiate between White chocolate and Dark chocolate.



**SECTION - B**

2. Differentiate between Still frozen dessert and Chum frozen dessert.
3. State the importance of fat or shortening in making pastries.
4. Differentiate Natural bread improver and Chemical bread improver.
5. Write short note on laminated Pastries.
6. Differentiate between Icings and Toppings.

**SECTION - C**

7. The Aztecs and Mayans gave the word cocoa, which was considered to be gift from God. Enumerate the steps and processes in making chocolate.
8. Classify frozen desserts. Write the methods of preparing Ice-cream.
9. Write the role of yeast in fermentation and conditioning in dough.

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MHMCT (Sem.-4)  
**FOOD PRODUCTION MANAGEMENT**

Subject Code : MHM405A-18

M.Code : 77968

Date of Examination : 10-06-2025

Time : 3 Hrs.

Max. Marks : 60

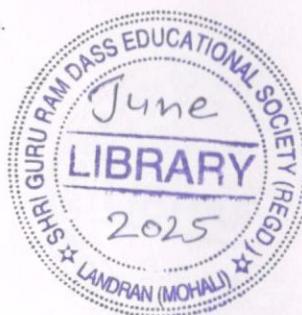
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**SECTION - A**

1. Define the term :

- a) Name Colour Pigments for Red, Green, Orange and White vegetables.
- b) Classify fruits.
- c) Draw cuts of lamb.
- d) Define game with examples.
- e) List ingredients of panchphoren.
- f) List 4 sweets of Bengali cuisine with one liner.
- g) How is Genoise Cake Sponge made?
- h) Compile a 3 course Rajasthani Menu (with accompaniments) with one line explanation of each dish.
- i) Fillet mignon
- j) Ham and Gammon.



**SECTION - B**

2. What is Tandoor? What are the various marination used in tandoori dishes? List only the ingredients.
3. Write in details about various pastry doughs used in the bakery.
4. Classify vegetables with examples. Also, write about precautions which should be taken while cooking vegetables.
5. Draw a neat cut of Veal.
6. What is Rigor mortis? Elaborate about various tenderizers used in Indian regional cookery.

**SECTION - C**

7. Write in details about Kashmiri cuisine including ingredients, traditional preparations and cooking methods.
8. Write the short note on :
  - a) Indian fast food
  - b) Mughlai cuisine
9. What is the significance of Menu Planning? Which are the factors affecting the menu planning?

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MHMCT (Sem.-4)  
**FOOD AND BEVERAGE SERVICE MANAGEMENT**  
Subject Code : MHM-405B-18  
M.Code : 78017  
Date of Examination : 14-06-2025

Time : 3 Hrs.

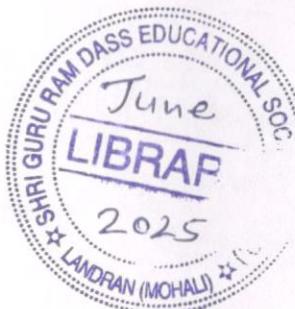
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**SECTION - A**

1. Define the term :
  - a) Güéridon Service
  - b) Duty Rota
  - c) Licenses required for restaurant planning.
  - d) Table d'hote
  - e) List 5 Flambé dishes.
  - f) Difference between Mise-en-place and Mise-en-scene.
  - g) List types of Buffets.
  - h) Function Prospectus
  - i) Breakfast Cards
  - j) Dummy waiter



**SECTION - B**

2. Draw a neat Format of Room service Order Form.
3. Draw an organization chart of banquet service in large hotels.
4. Draw the Hierarchy of F&B service team.
5. What are the ingredients used in Güéridon & Flambé Service?
6. Elucidate about concepts and planning functions for MICE segments.

**SECTION - C**

7. Explain the process of taking orders by room service. Discuss the advantages and disadvantages of its types.
8. Write about the ingredients required and give a step by step recipe of Crepe Suzette made on a güéridon trolley and served through flambé service.
9. Discuss the booking procedure in the organizing events. Draw a neat format of function prospectus.

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