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: 06-05-2026

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. **Write short note on the followings:**

a) State two characteristics of Marketing Planning.

b) What is Marketing Control?

c) Mention two types of Advertising Media.

d) What is Product Strategy?

e) What is Customer Loyalty?

f) What is Brand Image?

g) What is Consumer Sales Promotion?

h) What are Dealer Sales Promotions?

i) State two features of Personal Selling.

j) Mention any two qualities of a successful salesperson.

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SECTION - B

2. Discuss the role of sales promotion in the business environment. How does it influence consumer behavior?
3. Define personal selling. Explain its objectives, importance, and key qualities required for an effective salesperson.
4. Discuss the concept of service quality. How does service quality impact customer satisfaction and retention?
5. What is market positioning? Discuss positioning approaches and strategies for successful positioning and repositioning.
6. Discuss various media of advertising. How do organizations select appropriate advertising media?

SECTION - C

7. Define sales promotion and explain its objectives, importance, and various techniques. Discuss consumer and dealer sales promotion methods with suitable examples. Also explain the role and qualities of a successful salesperson.
8. Define marketing environment and explain its micro and macro components. Discuss the meaning, process, and importance of marketing planning. What are the characteristics of effective marketing planning?
9. Discuss the concept and importance of marketing control. Explain tools and techniques of marketing control along with Marketing Information System (MIS).

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Roll No. [ ] Total No. of Pages : 02

Total No. of Questions : 09

MHMCT (Sem.–4)

ENTREPRENEURSHIP DEVELOPMENT

Subject Code : MHM 402-18

M.Code : 77965

Date of Examination : 09-05-2026

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. Write briefly :

a) Define Project.

b) What is meant by SSI?

c) What is SIDO?

d) What is IRDBI?

e) What is the role of networking in entrepreneurship?

f) What is meant by nice play?

g) Pen down the qualities of an entrepreneur.

h) What is SSI?

i) What is MSME act?

j) What is meant by feasibility?

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SECTION-B

2. Discuss strategic approaches in the changing economic scenario for small scale entrepreneurs.
3. Discuss the various types of entrepreneurs.
4. Discuss the various tools of project appraisal.
5. Discuss the steps in feasibility study of marketing and Finance.
6. Discuss the various factors influencing women entrepreneurship.

SECTION-C

7. Discuss the role of entrepreneur in economic growth with suitable examples and various government schemes for entrepreneurship development.
8. Discuss the following in detail- DIC, ICICI, IFCI & SISI.
9. What is meant by Entrepreneurial Development Programs? Discuss its role, relevance and achievements and the contribution of government in organizing EDP's.

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Roll No. [ ] Total No. of Pages : 02

Total No. of Questions : 09

MHMCT (Sem.–4)

ORGANIZATIONAL BEHAVIOUR

Subject Code : MHM403-18

M.Code : 77966

Date of Examination : 12-05-2026

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. Write briefly :

(a) Stereotyping

(b) Group norms

(c) Johari window

(d) Kinesics

(e) Herzberg's theory of motivation

(f) Group cohesiveness

(g) Ego states

(h) Is it possible to change Attitudes?

(i) Types of teams

(j) Dysfunctional Conflict

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SECTION-B

2. Discuss the scope of organization behavior in post-COVID times.
3. Discuss Maslow's 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 organizational behavior. Discuss the approach for understanding behavior.
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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Roll No. | | | | | | | | | | | | Total No. of Pages : 02

Total No. of Questions : 09

MHMCT (Sem.–4)

HOSPITALITY LAW

Subject Code : MHM404-18

M.Code : 77967

Date of Examination : 15-05-2026

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. Write briefly :

a) Define contract.

b) What is meant by mistake of fact?

c) Define consideration.

d) What are Trade unions?

e) What areas does shop act cover?

f) What is the role of inn keeper?

g) What is a minor's agreement?

h) What is meant by the "doctrine of undue influence" in contract law?

i) Pen down the powers of a food inspector.

j) What is meant by coercion in law?

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SECTION-B

2.Discuss the various types of permits under liquor legislation.

3.Define offer. Discuss the essentials of valid offer and when does an offer come to an end.

4.What is the difference between a void contract and a voidable contract?

5.Discuss the provident fund act in reference to hotel industry.

6.Discuss the bye laws affecting catering establishments.

SECTION-C

7.Discuss the shop and establishment act in detail with reference to Delhi, Goa, Maharashtra and Punjab.

8.What is consumer protection act? Discuss the objectives, key provisions and councils of consumer protection act with procedure for redressal of grievance.

9."Every promise is an agreement". Examine the validity of the statement in the light of the relevant provisions of Indian Contract Act.

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Roll No. | | | | | | | | | | | Total No. of Pages : 02

Total No. of Questions : 09

MHMCT (Sem.–4)

FRONT OFFICE MANAGEMENT

Subject Code : MHM405C-18

M.Code : 78018

Date of Examination : 18-05-2026

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. **Write briefly:**

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

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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 details 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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Total No. of Pages : 02

Total No. of Questions : 09

MHMCT (Sem.–4)

ACCOMMODATION MANAGEMENT

Subject Code : MHM 406C-18

M.Code : 78022

Date of Examination : 21-05-2026

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 briefly :**

a) Define area inventory in housekeeping and give one example.

b) Mention two uses of frequency schedules in housekeeping.

c) State two benefits of performance standards in housekeeping.

d) Define job allocation in housekeeping and mention one key principle.

e) List two training methods for housekeeping staff.

f) Define the steps involved in making housekeeping budget.

g) Mention two features to accommodate physically challenged guests.

h) Define contract services.

i) State two budgetary controls used in housekeeping.

j) List one practice each for reducing water and energy consumption in hotels.

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SECTION-B

2. Discuss the importance of duty rosters and staff strength calculation for smooth housekeeping operations.
3. Explain the use of Standard Operating Manuals and time-motion study for productivity in housekeeping.
4. Describe the different types of rooms found in a hotel.
5. Discuss advantages and disadvantages of different types of contract services in hotels.
6. Explain methods of budgeting, including stock issuing, control, and record-keeping in housekeeping.

SECTION-C

7. Evaluate the checklist and steps required for starting housekeeping operations in a new property.
8. Discuss eco-friendly housekeeping practices for energy and water conservation with waste management strategies.
9. Critically analyze leadership, teamwork, and training in housekeeping to improve staff productivity and guest satisfaction.

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Roll No. | | | | | | | | | | | | | | Total No. of Pages : 02

Total No. of Questions : 09

MHMCT (Sem.–4)

FOOD PRODUCTION MANAGEMENT

Subject Code : MHM-405A-18

M.Code : 77968

Date of Examination : 23-05-2026

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 Briefly :**

a) Compile a 3-course Goan Menu with accompaniments and a one-line explanation.

b) Name color pigments for red, white, green, and orange vegetables.

c) Types of pastry creams.

d) Name 4 types of Indian gravies.

e) List all offal.

f) Draw cuts of lamb.

g) List thickening agents in Indian cuisine.

h) Menu Engineering.

i) List large equipment used in an Indian kitchen.

j) Name ingredients for chiffon sponge cake.

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SECTION-B

2. What are various tandoori dishes famous in Indian regional cuisine? Discuss at least five.
3. Write about the method of preparation of short crust, laminated, and choux pastry used in Patisserie.
4. Classify vegetables with examples. Also, write about the effects of heat on vegetables.
5. Draw a chart of cuts of Beef.
6. Write an essay about Indian regional sweets.

SECTION-C

7. Write in detail about Rajasthani cuisine, including ingredients, traditional preparations, and cooking methods.
8. Write notes upon:

   (a) Indian Breads

   (b) Punjabi cuisine
9. What is Menu Planning? Discuss all the factors which affect menu planning.

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Roll No. [ ][ ][ ][ ][ ][ ][ ][ ][ ][ ]

Total No. of Pages: 02

Total No. of Questions: 09

MHMCT (Sem.–4)

BAKERY MANAGEMENT

Subject Code: MHM406A/18

M.Code: 77969

Date of Examination: 30-05-2026

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.
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SECTION-A

1. **Define the term :**

a) Docking

b) Joconde Sponge

c) Flat dough

d) Sugar gum

e) Differentiate between Ice cream and Sorbet

f) Mousse

g) Croissant

h) Marzipan

i) List out different types of yeast

j) Differentiate between Rolled cookies and Drop cookies

SECTION-B

2. Differentiate between Choux Pastry and Laminated pastry.
3. Impact of salt and sugar in bread making.
4. Short note on Pastry creams.
5. Additives and preservatives for Ice cream.
6. Differentiate between Butterscotch toffee and caramel.

SECTION-C

7. Define churn frozen dessert. Explain in detail different varieties of churn frozen dessert.
8. Explain in detail internal and external bread faults. Explain their causes and remedies.
9. Explain the tempering of chocolate. Explain in detail the different types of chocolate.

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Total No. of Pages : 02

Total No. of Questions : 09

MHMCT (Sem.–4)

BAR MANAGEMENT

Subject Code : MHM406B-18

M.Code : 78021

Date of Examination : 31-05-2026

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.
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SECTION - A

1. Write briefly :

a) Par stock

b) Aperitif

c) Sparkling wine

d) Back bar

e) Blend

f) Liqueur

g) Viticulture

h) Fortified wine

i) Stirring method

j) Two red wine grape varieties

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SECTION-B

2. What are the essential design considerations while planning a bar layout?
3. Explain the different types of glasses used for cocktails and wines.
4. Describe the various methods of making cocktails with suitable examples.
5. What are the main types of wine? Explain briefly with examples.
6. Discuss the importance of garnish and presentation in cocktail service.

SECTION-C

7. Describe the various types of bars found in hotels and public places with examples.
8. Explain the step-by-step process of wine production from harvesting to bottling.
9. Discuss the essential records maintained in a bar and their importance for control and management.

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Total No. of Questions : 09

MHMCT(Sem.–4)

FOOD AND BEVERAGE SERVICE MANAGEMENT

Subject Code : MHM405B-18

M.Code : 78017

Date of Examination : 02-06-2026

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. **Write briefly :**

a) Trade Fairs

b) Banquet Function Kit

c) Toast Procedure

d) Task Rota

e) Concept of MICE

f) List four spirits used for Flambé

g) Room service order ticket

h) Hi Tea

i) Name any two equipment used for hot food delivery in room service

j) List any two factors affecting restaurant layout

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SECTION-B

2. Sketch the layout of different sections of a buffet breakfast.
3. Explain different types of trolleys used for Gueridon service.
4. Prepare a checklist (equipment) for an ODC of 100 pax cocktail dinner.
5. What are the factors to be considered while selecting furniture for a restaurant?
6. Discuss the role of F&B service staff in maintaining customer relationship.

SECTION-C

7. What are the uses of Function Prospectus? Draw the format of Function Prospectus.
8. What are the points to be considered while planning staff requirement for a project which is going to be launched shortly? What are the pre-recruitment activities which the organization needs to work on?
9. What do you mean by Gueridon service? Discuss the challenges one may face in introducing this concept in a standard restaurant.

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