Total No. of Questions: 5]	SEAT No. :
P5311	[Total No. of Pages : 2

# [5866]-101 F.Y. B.H.M.C.T. (Semester - I) C101 : FOOD PRODUCTION - I (2019 Pattern)

		C101 : FOOD PRODUCTION	- I
		(2019 Pattern)	
Time	e : 2 F	Hours]	[Max. Marks: 40
Insti	ructio	ons to the candidates:	
	<i>1</i> )	Q.1 is compulsory.	
	<i>2</i> )	Solve any 3 from Q.2 to Q.5.	
	3)	All question carry equal marks.	
<b>Q</b> 1)	Ex	plain following culinary terms (any 10):	[10]
	a)	Shortening	
	b)	Molasses	
	c)	Convection	
	d)	Tournant chef	
	e)	Tofu	
	f)	Blanching	
	g)	Marination	
	h)	Scalding	
	i)	Pay sam	
	j)	Creaming	
	k)	Planetary Mixer	
	1)	Pot Roasting	
<b>Q</b> 2)	a)	Draw neat chart of kitchen brigade of 5 star ho Sous Chef.	otel starting duties of [5]
	b)	List any 6 points to be considered while purchasing	g kitchen equipments. [3]
	c)	State any four aims & objectives of cooking.	[2]

Q3)	a)	Briefly explain the importance of each Kitchen uniform.	[4]
	b)	List 4 advantages of following Fuels.	[4]
		i) Wood	
		ii) Electricity	
	c)	List Four uses of Cream.	[2]
<b>Q4</b> )	Ans	swer the following (any 5):	[10]
	a)	Name any 4 herbs used in continental cuisine.	
	b)	Briefly explain any 2 methods of food preparation.	
	c)	Name 2 bi-products of	
		i) Wheat	
		ii) Oats	
	d)	Briefly explain any 2 types of desirables texture.	
	e)	What do you mean by hydrogenation of fat.	
	f)	Name colour pigment found in spinach and cauliflower.	
	g)	List 2 semi hard cheese & 2 blue veined cheese.	
Q5)	a)	Draw neat chart of methods of cooking list any 4 points observed frying food.	ed while [5]
	b)	Briefly explain any 3 types of sugar.	[3]
	c)	List 4 attributes required for a kitchen personnel.	[2]
		みかか	

<b>Total No. of Questions: 6</b>	<b>Total</b>	No.	of	<b>Ouestions</b>	:6
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<b>SEAT No.:</b>	

P5312

[Total No. of Pages: 2

# [5866]-102 F.Y. B.H.M.C.T. C 102 : FOOD & BEVERAGE SERVICE-I (2019 Pattern) (Semester - I)

Time	e:2 F	Hours]	[Max. Marks: 40
Instr	ructio 1) 2) 3)	ons to the candidates:  Question No. 1 is compulsory.  Solve any three from remaining questions.  All questions carry equal marks.	
<b>Q</b> 1)	ŕ	plain the terms [Any 10]	[10]
~ /	a)	Mis-en-place.	
	b)	Take away.	
	c)	Cover.	
	d)	QSR.	
	e)	Hot plate.	
	f)	Sommelier.	
	g)	Chef d' etage.	
	h)	Holloware.	
	i)	Automats.	
	j)	Kiosk.	
	k)	Coffee shop.	
	1)	Drive thru.	
<b>Q</b> 2)	a)	Write down any five specialised equipments and write	e their uses. [5]
	b)	Differentiate between-	[5]
		i) A la Carte and Table d' Hote.	

American service and silver service.

ii)

a)	List any three softwares used in billing method and explain any one.	[5]
b)	State three advantages and three disadvantages of disposables.	[5]
a)	State the interdepartmental relationship of F&B service-	[5]
	i) Food production.	
	ii) Housekeeping.	
b)	List the attributes of a waiter.	[5]
a)	Write duties and responsibilities of F&B Manager and Restaura manager.	ant [ <b>5</b> ]
b)	Write the capacities / sizes of the following;	[5]
	i) Breakfast cup.	
	ii) Demi - Tasse.	
	iii) Full plate.	
	iv) Hi - ball glass.	
	v) Old - fashioned glass.	
a)	Explain flow for Duplicate KOT.	[5]
b)	Explain with example captive and non - captive market.	[5]
	<b>~~~</b>	
	<ul><li>b)</li><li>a)</li><li>b)</li><li>a)</li></ul>	<ul> <li>b) State three advantages and three disadvantages of disposables.</li> <li>a) State the interdepartmental relationship of F&amp;B service- i) Food production. ii) Housekeeping.</li> <li>b) List the attributes of a waiter.</li> <li>a) Write duties and responsibilities of F&amp;B Manager and Restaurant manager.</li> <li>b) Write the capacities / sizes of the following; i) Breakfast cup. ii) Demi - Tasse. iii) Full plate. iv) Hi - ball glass. v) Old - fashioned glass.</li> <li>a) Explain flow for Duplicate KOT.</li> </ul>

Total No. of Questions: 5]	SEAT No. :
P5313	[Total No. of Pages : 2

# [5866]-103 B.H.M.C.T. C-103: BASIC ROOMS DIVISION - I (2019 Pattern) (Semester - I)

Time: 2 Hours] [Max. Marks: 40

Instructions to the candidates:

- 1) Question no. 1 is compulsory.
- 2) Attempt any three from remaing question.
- Q1) Explain the following tarms (Any 10):

[10]

- a) Duplex room
- b) Hand caddy
- c) Casino
- d) HRACC
- e) Rack Rate
- f) House-keeping
- g) Abrasive
- h) Vacuum cleaner
- i) Cabana
- i) Dutch wife
- k) No show
- l) Wringer trolley
- Q2) a) How does Housekeeping coordinate with front office department?[5]
  - b) Draw the layout of Housekeeping department and write two functions of linen & uniform room. [5]

Q3)	a)	Explain meal plans in detail.	[5]
	b)	Classify the hotels on the basis of location and explain.	[5]
Q4)	a)	Write down the principles of cleaning.	[5]
	b)	Explain the essential qualities of housekeeping staff.	[5]
Q5)	a)	Draw an organizational chart of front office department & write duties of front office manager.	two [5]
	b)	What are the rules needs to followed by front office staff?	[5]

<b>Total No. of Questions:</b>	8]
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SEAT No.:	
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P5314

[Total No. of Pages: 2

# [5866]-104 F.Y. B.H.M.C.T.

# C 104 : PRINCIPLES OF MANAGEMENT (2019 Pattern) (Semester - I)

*Time* : 2½ *Hours*] [Max. Marks : 70] Instructions to the candidates: Question 1 is compulsory. 2) Solve any 6 questions from question No. 2 to 8. All questions carry equal marks. 3) Q1) Explain the following terms (any 10): [10] Management. a) b) Esprit de Corps. Ongoing plans. c) Centralized organization. d) Bureaucratic leadership. e) Extrinsic motivation f) Non-verbal communication. g) Feedback control. h) i) Budget. Division of work. j) k) Laissez-Faire. 1) Staff. Explain any 2 aspects of management as a science. [5] **Q2**) a) Explain the steps in planning. [5] b)

<b>Q</b> 3)	a)	Explain important features of Hawthorne Experiment.	[5]
	b)	Differenciate between centralized & De-centralised organisation.	[5]
<b>Q4</b> )	Exp	plain the Maslow's Need Hierarchy Theory.	[10]
Q5)	a)	What is span of control? Explain any 4 factors influencing span of co	ntrol. [ <b>5</b> ]
	b)	Write & explain any 5 barriers to communication.	[5]
<b>Q6</b> )	a)	Explain the 5 principles of coordination.	[5]
	b)	Write the Benefits of Motivation.	[5]
<b>Q7</b> )	a)	Write the process of controlling.	[5]
	b)	Write the importance of planning.	[5]
<b>Q</b> 8)	a)	Write the contributions of F.W. Taylor.	[5]
	b)	Explain the Role of the leader.	[5]



Total No. of Questions : 5]	SEAT No. :
P5315	[Total No. of Pages : 2

# [5866]-201 B.H.M.C.T C - 201 : FOOD PRODUCTION - II (2019 Pattern) (Semester - II)

Time: 2 Hours] [Max. Marks: 40

Instructions to the candidates:

- 1) Question 1 is compulsory.
- 2) Sovle any Three questions from Q.2 to Q.5.
- 3) All questions carry equal marks.
- Q1) Explain the following terms (any 10):

[10]

- a) Mirpoix
- b) Flavone
- c) Chalazae
- d) Broth
- e) Dressing
- f) Consomm'e
- g) Pullman
- h) Aspic
- i) Brunoise
- j) Bound salad
- k) Organic Food
- 1) Espagnole
- **Q2**) a) Answer the following:

- **[6]**
- i) Briefly explain the composition of stock making.
- ii) Briefly explain any 3 types of thickening agents used in cookery.
- b) List any 8 points observed while salad making. [4]

<i>Q3</i> )	a)	Wri	te short note on following:			[6]
		i)	Types of Food Contamination	on.		
		ii)	Importance of kitchen stewa	rding		
	b)	Clas	ssify soups giving two examp	les of	each.	[4]
<i>Q4</i> )	a)	Ans	wer the following:			[6]
		i)	Name 2 dessert sauces.			
		ii)	State 2 principles of HACCI	2.		
		iii)	Name International salad fro	m Fr	ance & USA.	
		iv)	Name International soup fro	m Sp	ain & England.	
		v)	State 2 dis-advantages of org	ganic	food.	
		vi)	Name two derivatives of Tor	mato	sauce.	
	b)	Brie	efly explain following types o	f san	dwiches.	[4]
		i)	Club sandwiches	ii)	Buffet sandwich	
		iii)	Open sandwich	iv)	Bookmaker sandwich	
<b>Q</b> 5)	a)	Ans	wer the following:			[6]
		i)	Classify vegetables giving ex	kamp	le of each.	
		ii)	Draw a neat diagram of egg sheach.	owin	g various parts & briefly ex	plain
	b)	Wri	te down 4 duties & responsibil	lity o	f kitchen steward superviso	or.[2]
	c)	Giv	e 1 lit recipe of Mayonnaise S	auce		[2]

Total No. of Questions : 6]	SEAT No.:	
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P5316

[Total No. of Pages : 2

# [5866]-202 First Year B.H.M.C.T. C202 - FOOD AND BEVERAGE SERVICE - II (2019 Pattern) (Semester - II)

Time: 2 Hours] [Max. Marks: 40

Instructions to the candidates:

- 1) Question 1 is compulsory.
- 2) Solve any three from remaining questions.
- 3) All questions carry equal marks.
- **Q1**) Explain the terms (any 10):

[10]

- a) Humidor.
- b) California menu.
- c) Hi-Tea.
- d) Upselling.
- e) IRD.
- f) Breakfast knob.
- g) Continental Breakfast.
- h) Supper.
- i) Cafe complete.
- j) Sorbet
- k) Mini bar
- 1) Paté maison
- Q2) a) Classify non-alcoholic beverages with one example each. [5]
  - b) Explain full breakfast in detail. Write down cuttery used for the same.[5]
- **Q3**) a) Define salads and explain following salads.

[5]

- i) Walford salad
- ii) Caesar salad

		i)	Caviar		
		ii)	Roast Chicken		
		iii)	Boiled mutton		
		iv)	Smoked Salmon		
		v)	Grilled Asaparagus		
<b>Q4</b> )	Nam	e the	following below:	$[5\times2=1]$	0]
	a)	2 ma	ajor tea producing countries		
	b)	2 not	urishing beverages.		
	c)	2 bre	eakfast rolls.		
	d)	2 Tis	sanes.		
	e)	2 Fre	ench mineral water brands.		
Q5)	Give	two	examples for the following below:	$[5\times2=1]$	0]
	a)	Entre	ee		
	b)	Natio	onal Soups with countries.		
	c)	Hors	s d' oeuvres		
	d)	Pasta	a		
	e)	Rôti			
06)	o)	Dofi	no sandwiches and explain any two types of sandwiche	.a <b>Г</b>	<b>5</b> 1
<i>Q6</i> )			ne sandwiches and explain any two types of sandwiche		5] 51
	b)	Expi	ain cycle of service for IRD in detail.	L	5]
			* * *		

[5]

b) List the accompainments for the following.

Total No. of Questions : 6]	SEAT No.:
P5317	[Total No. of Pages : 2

# [5866]-203 F.Y. B.H.M.C.T C - 203 : BASIC ROOMS DIVISION - II (2019 Pattern) (Semester - II)

		(2019 Pattern) (Semester - 11)	
		[Max. Marks : 4] Instructions to the candidates:	40
LILSUI	1) 2) 3)	Attempt any Four questions out of six.  All questions carry equal marks.  Assume suitable data wherever required.	
Q1)	a)	Explain the following terms (any 5):	5]
		i) GHC	
		ii) Debriefing	
		iii) Log Book	
		iv) GIT	
		v) Spring cleaning	
		vi) VVIP	
		vii) Live move	
	b)	Explain the Co-ordination of House Keeping department with Purchas	se. <b>5</b> ]
<b>Q</b> 2)	a)	Write in brief the Housekeeping day.	5]
	b)	Write in detail the procedure for cleaning under Repair Room. [	5]
Q3)	a)	Explain in brief weekly cleaning of Swimming Pool. [	5]
	b)	Explain the guest cycle in detail.	5]

- Q4) a) Write in detail various modes of Reservation. [5]
  - b) Explain the Pre-Arrival Procedure for VIP's. [5]
- Q5) a) Write the Arrival Procedure for walk-in with confirmed reservation.[5]
  - b) Explain the Criteria for taking advance for Walk-ins and Scanty Baggage. [5]
- Q6) a) Explain manual and fully automated systems & equipments used for reservations.[5]
  - b) Write the daily Routine of morning shift in House Keeping department. [5]



Total No. of Questions : 8]	SEAT No. :
D5210	[Total No. of Dogos . 5

[Total No. of Pages : 5

# [5866] - 206 F.Y. B.H.M.C.T. GE 206A: BASIC ACCOUNTING

(2019 Pattern) (Semester - II)

Time: 2½ Hours] [Max. Marks: 70

Instructions to the candidates:

- 1) Attempt any 6 questions including Question No. 1 which is compulsory.
- 2) Figures to the right indicate full marks.
- 3) Use of pocket calculator is allowed.
- *Q1*) The following is the Trial Balance of Dream Holiday, Prepare Trading and Profit and Loss Account for the year ended 31<sup>st</sup> March, 2021 and Balance sheet as on that date, after taking into account adjustments given below:

[20]

Trial Balance as on 31st March, 2021.

Particulars	Dr.	Particulars	Cr.
	Amount (Rs.)		Amount (Rs.)
Drawings	5,000	Capital	4,55,000
Plant & Machinery	3,50,000	Return Outwards	2,000
Goodwill	50,000	Sundry Creditors	30,500
Purchases	3,80,000	Bills Payable	9,000
Returns Inwards	3,000	Sales	5,53,000
Patents	80,000	Discount Received	5,500
Freight & Duty	18,000	Loan from Bank	3,35,000
Opening stock	85,000	Bank Overdraft	97,500
Printing & Stationar	y 2,700	Interest Received	5,000
Insurance	6,400	Reserve Fund	1,50,000
Sundry Debtors	45,000		
Furniture	1,00,000		

Bills Receivable	7,500	
Rent & Taxes	5,500	
Bad debts	1,300	
Wages	7,200	
Cash in Hand	5,600	
Salary	67,000	
Carriage outward	5,000	
Discount Allowed	3,500	
Land and Buildings	4,00,000	
Cash at Bank	3,800	
Fuel and Power	3,000	
Carriage Inward	7,500	
Bank charges	500	
	16,42,500	16,42,500

### Additional Information:

- 1. Stock on 31st March 2021 was valued at Rs. 1,70,000.
- 2. Outstanding Salaries Rs. 10,000 and Rent Rs. 800.
- 3. Prepaid Insurance Rs. 1,700.
- 4. Charge depreciation on Plant and Machinery @ 15%, Furniture @ 10%, Land and Building @ 5%.
- 5. Staff Meals Rs. 5,000.

# **Q2**) a) Define the following terms:

**[5]** 

- i) Drawings,
- ii) Capital,
- iii) Liabilities,
- iv) Carriage Inward,
- v) Debtors.

b)	Classify in	nto real.	personal	and	nominal
υ,	Classiff II	no rour,	personar	and	HOIIIII

[5]

- i) Cash A/C,
- ii) Sachin A/C,
- iii) Outstanding Salary A/C,
- iv) Creditors,
- v) Bank overdraft,
- vi) Bank loan,
- vii) Loss by fire,
- viii) Rent,
- ix) Premises,
- x) Commission.

### **Q3**) Journalise the following:

[10]

### March 2021

- 1. Started business with Cash Rs. 50,000 and Furniture Rs. 1,00,000.
- 2. Purchased goods Rs. 15,000 from Mr. Amol at 5% T.D. on cash.
- 3. Sold goods to M/S Vijay & Sons for Rs. 10,000 @ 10% C.D. for Cash.
- 4. Paid electricity bill Rs. 600.
- 10. Received commission of Rs. 300 from Dalal.
- 13. Distributed goods of Rs. 2,000 as free samples and used goods of Rs. 1,000 for personal use.
- 16. Purchased furniture for Rs. 15,000 from Aaram Furniture works by paying Rs. 7,000 as part payment.
- 19. Cash Deposited into bank Rs. 15,000.
- 20. Paid salary of Rs. 10,000, wages Rs. 3,000 and Rent Rs. 4,000 in cash.
- 27. Settled the account of Aram Furniture works Rs. 7,500 and Received discount of Rs. 500.

**Q4**) Write short note on (any two):

[10]

- a) Classification of Accounts.
- b) Dual Aspects Concepts.
- c) Balancing of Ledger.
- d) Debit note and Credit note.
- Q5) Enter the following transactions into Three Column Cash Book of M/S. Vibhavi Traders for the month of April, 2021: [10]

### April 2021

- 1. Cash in Hand Rs. 15,000 (debit balance) Cash at Bank Rs. 6,000 (debit balance).
- 2. Received a cheque of Rs. 1540 from Vijay in Full Settlement of Rs. 1,600.
- 3. Cash withdraw for personal use Rs. 3,000.
- 8. Paid by cheque to varsha of Rs. 2,450 in Full Settlement of Rs. 4,000.
- 15. Received a cheque of Rs. 3950 from Manisha in Full Settlement of Rs. 4,000.
- 20. Cash withdrawn from Bank Rs. 3,000 for office use and Rs. 1,000 for personal use.
- 26. Deposited Cash into Bank Rs. 5,000.
- 30. Telephone bill paid Rs. 4,000.
- *Q6*) a) Differentiate between Revenue Expenditure and Capital Expenditure.

[5]

b) What is imprest system of Petty Cash Book? Explain its advantages.

[5]

- **Q7**) a) From the following information of Hotel White Diamond, Prepare Special Functions book for the month of April, 2021: [5]
  - April. 1 Wedding Reception Party, 400 covers @ Rs. 530 per cover, Account to Mrs. Rekha Bill no. 015.
  - April. 15 Annual General Meeting, 305 covers @ Rs. 425 per cover, Wine & Tobacco Rs. 25,000, Account to Mr. Sharma, Bill no. 102.
  - April. 28 Luncheon party, Pancard club, 605 covers @ Rs. 450 per cover, Wine and Tobacco Rs. 35,000. Account to Mr. Prashant, Bill no. 308.
  - b) From the following prepare a trial balance: [5]

Particulars	Rs.	Particulars	Rs.
Building	2,00,000	Trade Creditors	1,25,000
Capital	4,20,000	Bills Payables	10,000
Furniture and Fixtures	1,50,000	Drawings	1,05,000
Purchases	5,50,000	Cash in hand	3,000
Carriage Inward	3,000	Sales	6,25,000
Returned Inward	5,000	Opening Stock	70,000
Return Outward	6,000	Plant and Machinery	1,60,000
Bank loan	60,000		

# **Q8**) Attempt (any two):

[10]

- a) Explain objectives of Hotel Accounting.
- b) Write rules of Accounting with examples.
- c) Explain Money Measurement Concept.



Total No. of	f Questions	:	8]
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Total No. of Questions: 8]	SEAT No. :
P5319	Tratal No. of Doggs 2

[Total No. of Pages: 2

# [5866]-207 B.H.M.C.T.

# GE 206-B: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

(2019 Pattern) (Semester - II) *Time* : 2½ *Hours*] [Max. Marks: 70] Instructions to the candidates: 1) Q.1 is compulsory. 2) Attempt any Five questions from the remaining. **Q1**) Write Short Notes (Any Four): [20] a) Outsourcing. b) Reverse Logistics. c) Trade-off between Customer Service & Cost. d) Benchmarking. e) Global Supply Chains. f) Types of Warehouses. Q2) Explain in brief the structure & operation of Distribution channel. [10] Q3) Discuss 'Hub & Spoke' Model. Also mention its advantages. [10] **Q4**) Write a note on Carrier Selection & Vendor Consolidation. [10] Q5) What are various Objectives & characteristics of Supply Chain? [10]

**Q6**) What is Centralized & Decentralized purchasing? [10]

Q7) Enumerate the differences between CRM & SCM using suitable examples. [10]

### Q8) Explain in brief the importance of Supply Chain Management in Hotel Industry. [10]

Total No. of Questions : 6]	SEAT No.:
P5320	[Total No. of Pages : 2

# [5866]-301 S.Y. B.H.M.C.T C - 301 : BAKERY AND CONFECTIONERY (2019 Pattern) (Semester - III)

		C - 301 : BAKERY AND (2019 Pattern) (Se		
		Hours] ons to the candidates:		[Max. Marks: 40
	1)	Q. 1 is compulsory.		
	<i>2</i> )	Solve any 3 from remaining.		
	3)	All questions carry equal marks.		
<i>Q1</i> )	Ex	plain the following culinary terms	(Any	10): [10]
	a)	Blind baking	g)	Emulsification
	b)	Flying ferment	h)	Oven spring
	c)	Treacle	i)	Creaming
	d)	Gelatinization	j)	Meringue
	e)	Gluten	k)	Crimping
	f)	Knock back	1)	Barquettes
Q2)	a)	List any 5 large equipments used	in Ba	kery with their uses. [5]
	b)	Explain in detail stages in bread r	nakin	g. [5]
Q3)	a)	What are leavening agents? Explain	n any 2	2 mechanical ways of leavening. [4]
	b)	Explain any 4 types of flour pastricexamples.	es wit	th their proportions and suitable [4]
	c)	List any 2 methods of making a s	hort o	crust pastry. [2]

<i>Q4</i> )	a)	Explain in brief any 6 faults occured in breads.	[6]
	b)	Explain any 2 methods of cake mixing in detail.	[4]
Q5)	a)	List any 2 sweetness used in baking.	[2]
	b)	What are bread improvers? Enlist any 4 bread improvers.	[4]
	c)	Explain the role of fat and sugar in making cookies.	[4]
<b>Q6</b> )	a)	Define icing and list functions of icing.	[2]
	b)	Explain in detail any 2 bread making methods.	[4]
	c)	Enlist any 4 types of cookies with suitable examples.	[4]

Total No. of Questions : 6]	SEAT No.:
D5321	[Total No. of Pages : 2

# [5866]-302 B.H.M.C.T

	C - 302 : FOOD & BEVERAGE SERVICE - III (2019 Pattern) (Semester - III)				
	ructio	lours] ns to the candidates:			[Max. Marks: 40
	1) 2)	Q. 1 is compulsory.  Solve any 3 from remaining ques	stions.		
Q1)	Ex	plain the terms (any ten):			[10]
	a)	Sake	b)	Jigger	
	c)	Agrafe	d)	Grist	
	e)	Speed rail	f)	Wort	
	g)	Trocken	h)	LDE	
	i)	AOC	j)	Ale	
	k)	Fortified wine			
<b>Q</b> 2)	a)	Write and explain Process of	method o	champenoise.	[8]
	b)	List any four International bra	ands of bo	eer.	[2]
Q3)	a)	Explain the following in brief	·:		[5]
		i) Viticulture	ii)	Rose' wine	
		iii) Organic wine	iv)	Lager	
		v) Espumante			
	b)	Define sherry. Draw and expla	ain solera	a system.	[5]

Q4) a) List any four wine regions of Italy.
b) What are the wine laws of Italy.
Q5) a) Draw and explain the classification chart of Alcoholic beverages.
b) List ingredients used in making beer.
Q6) a) Draw bar Profile.
b) Explain parts of bar.
[6]

Total No. of Questions : 6]	SEAT No.:
P5322	[Total No. of Pages : 2

# [5866]-303

	C - 303 : ACCOMMODATION OPERATIONS - I (2019 Pattern) (Semester - III)				
		Iours] ons to the candidates:		[Max. Marks:	40
	1) 2)	Question No. 1 is compulsory.  Choose any 3 questions from Q.2 to Q.	Q.6.		
Q1)	De	fine the following term (Any 5):			10]
	a)	Supervision	d)	Late changes	
	b)	Dry cleaning	e)	BTC	
	c)	Linenroom	f)	Guest Folio	
Q2)	a)	Describe any 2 methods of pridepartment.			[5]
	b)	What selection criterias are conside	ered v	while buying liven for hotels?	[5]
Q3)	a)	Draw & explain departure notifica	ation	slip.	[5]
	b)	Illustrate the various methods of bills.	payr	-	of [ <b>5</b> ]
Q4)	a)	Differentiate between on premises	laun	ndry & off premises laundry.	[5]
	b)	How does floor supervisor inspec	t the	room for VIP guest?	[5]

<i>Q5</i> )	a)	Des	cribe the front office accounting cycle.	[5]
	b)	Wri syst	te down the step by step procedure of check out in fully automatem.	ited [ <b>5</b> ]
Q6)	a)	Wri	te short notes on following (Any 2):	[5]
		i)	Issue & Exchange of uniforms	
		ii)	Classification of stains	
		iii)	Advantages of contract cleaning	
	b)	Wri	te the formulae for the following:	[5]
		i)	Housecount	
		ii)	ARR	
		iii)	No show %	
		iv)	Overstay %	
		v)	Room occupancy %	

Total No. of Questions: 8]	SEAT No. :
P5323	[Total No. of Pages : 2

# [5866]-306 S.Y.B.H.M.C.T.

DSE - 306 A: HOSPITALITY SALES (2019 Pattern) (Semester - III) *Time* : 2½ *Hours*] [Max. Marks: 70] Instructions to the candidates: O. No. 1 is compulsory. 2) Solve any six questions from the remaining. Q1) Explain the following terms (any 10). [10] Marketing automation. a) b) Advertising. c) Customer acquisition. Suggestive selling. d) Business to - Business (B 2 B). e) f) Cross selling. Relationship marketing. g) Market segmentation. h) Brand awareness. i) Public relations. <u>j</u>) Search Engine Optimization (SEO). k) Digital marketing. 1) Direct sales. m) **Q2**) a) Discuss the difference between sales and marketing. [5] Explain the role of employees in internal sales. [5] b) **Q3**) a) Explain any five types of training for sales personnel. [5] Discuss any five components of banquet sales package. [5] b) Discuss the role of technology in hospitality sales. **Q4**) a) [5] Explain the role of intermediaries in hospitality sales. b) [5]

<i>Q</i> 5)	a)	Discuss demographic segmentation.	[5]
	b)	Explain the process of prospecting.	[5]
<b>Q6</b> )	a)	Explain CRS and CDS.	[5]
	b)	Discuss the recruitment process of sales personnel.	[5]
<b>Q7</b> )	a)	Explain the functions of director of sales.	[5]
	b)	Discuss the coordination of sales department with front office dept. a food and beverage service dept.	and [ <b>5</b> ]
<b>Q8</b> )	a)	Draw organization sales structure of large Hotel.	[5]
	b)	Discuss various sales promotion tools used in Hotels.	[5]



Total No. of Questions: 8]		SEAT No. :
P5324		[Total No. of Pages : 2
	[5866]-307	_

# S.Y.B.H.M.C.T.

DSE - 306 - B: COMPUTER FUNDAMENTAL (2019 Pattern) (Semester - III) *Time* : 2½ *Hours*] [Max. Marks : 70] Instructions to the candidates: Question 1 is compulsory. Solve any 6 questions from 2 to 8. Q1) Explain the following terms (any 10). [10] a) **CPU** b) **ROM** c) Icon **MICR** d) **SAP** e) **MAN** f) g) Worm WWW h) Hyperlink i) Note Pad j) Domain k) Search Engine 1) **Q2**) a) List down five input & output devices. [5] Explain various accessories of window. [5] b) Explain the following DOS command (Any 5). **Q3**) a) [5] DIR i) ii) **VER** Copy iii) iv) REN CD v) RD vi) Step by stop write mail & merge procedure. [5] b)

<b>Q4</b> ) a)	Explain the various types of filter in MS. Excel.	[5]			
b)	Explain the procedure for inserting audio & video in MS Power	point.[5]			
<b>Q</b> 5) a)	Describe pre-requisites for internet.	[5]			
b)	Define social media. Write disadvantages of social media.	[5]			
<b>Q6</b> ) Writ	te short note on (Any 4).	[10]			
a)	Application software				
b)	ERP				
c)	Star topology				
d)	Skype				
e)	One drive				
07)		r.#1			
<b>Q7</b> ) a)	Give the steps for 'Find & Replace' in MS Word.	[5]			
b)	Write formula for the following MS Excel command. (Any 5)	[5]			
	i) AUTOSUM				
	ii) AVG				
	iii) PER				
	iv) MAX				
	v) MZN				
	vi) COUNT				
<b>Q8</b> ) a)	Explain B2B and B2C concept.	[5]			
b)	Define Twitter and write usage of Twitter.	[5]			



Total No. of Questions : 6]		SEAT No. :
P5325		[Total No. of Pages : 2
	[5866]-401	

# S.Y. B.H.M.C.T.

# C-401: QUANTITY FOOD PRODUCTION

(2019 Pattern) (Semester - IV)

Time: 2 Hours] [Max. Marks: 40

Instructions to the candidates:

- 1) Attempt any four questions.
- 2) All questions carry equal marks.
- **Q1**) Explain the following terms (any 10):

[10]

- a) SPS
- b) Panch phoran
- c) Yield test
- d) Zameen Dos
- e) Standard portion
- f) Jalebi
- g) Menu balancing
- h) Phulka
- i) Payasam
- j) Bratt pan
- k) Ghevar
- l) Dum Pukht

# **Q2**) Answer the following:

[10]

- a) Define volume forecasting.
- b) Write the characteristics of welfare catering.
- c) Name 2 meat dishes from Kashmir.
- d) Name 2 sweets from West Bengal.
- e) Name 2 famous dishes from Rajasthan.

# **Q3**) Answer the following:

[10]

- a) Write the merits & demerits of volume forecasting.
- b) Describe the challenges of Institutional catering.

## **Q4**) Answer the following:

[10]

- a) Describe factors influencing menu planning for regional menus.
- b) Discuss the characteristics of Industrial catering.

## **Q5**) Answer the following:

[10]

- a) Plan a festive menu for the following states with narration of each dish.
  - i) Gujarat
  - ii) Maharashtra
- b) Name and explain any 5 equipments used in quantity food production.

# **Q6**) Answer the following:

[10]

- a) Discuss the importance of purchasing & indenting for quantity kitchen.
- b) Describe the advantages of yield management.



Total No. of Questions : 6]	;	SEAT No. :
P5326	FB0 ( ( ) 40 <b>0</b>	[Total No. of Pages : 2

## [5866]-402

### S.Y.B.H.M.C.T.

# C 402 : FOOD AND BEVERAGE SERVICE - IV

(2019 Pattern) (Semester - IV)

Time: 2 Hours] [Max. Marks: 40

Instructions to the candidates:

- 1) Q. 1 is compulsory.
- 2) Answer any three questions from Q. No.2 to Q. No.5.
- **Q1**) Explain the following terms:

[10]

- a) Single malt scotch
- b) Deluxe whisky
- c) GL
- d) Amaretto
- e) Marc
- f) Wort
- g) Outdoor catering
- h) Sloe gin
- i) Scandinavian Buffet
- i) Dunder
- k) Risers
- 1) Function catering
- Q2) a) List and explain the points to be considered while arranging buffet. [5]
  - b) Draw the banquet function prospectus for 100 pax cocktail dinner with Indian menu. [5]

<b>Q</b> 3) a)		Diff	ferentiate between. (any one)	[4]
		i)	American Whiskey and Tennessee Whisky	
		ii)	Cognac and Armagnac	
	b)	Def	ine liqueur. Explain the manufacturing process of liqueurs.	[6]
<b>Q</b> 4)	a)	Wri	te the points to be considered for making Cocktails.	[4]
	b)	Wri	te short notes on :	[6]
		i)	Pot still method	
		ii)	Types of Buffet	
<b>Q</b> 5) a)	a)	Exp	lain the following spirits.	[4]
		i)	Absinthe	
		ii)	Feni	
		iii)	Korn	
		iv)	Calvados	
	b)		the methods of making Cocktails. Explain any two in detail. Cable examples.	Give [6]
<b>Q6</b> )	a)		w the organization chart of banquet department. Explain duties onsibilities of banquet sales manager.	and [ <b>5</b> ]
	b)	Exp	lain the manufacturing of rum in detail. Give suitable examples.	[5]



<b>Total</b>	No.	$\mathbf{of}$	Questions	:	<b>6</b> ]
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<b>SEAT No.:</b>	
DETTI TION	

P5327

[Total No. of Pages : 2

# [5866]-403

# S.Y.B.H.M.C.T.

# C 403: ACCOMMODATION OPERATIONS - II (2010 Pottorn) (Somostor IV)

		(2019 Pattern) (Semester - IV)	
Time :	2 I	Hours]	[Max. Marks : 40
Instru	ctio	ons to the candidates:	
1)		Q. 1 is compulsory.	
2)	)	Choose any 3 questions from Q. No.2 to Q. No.6.	
<i>Q1</i> ) I	Def	fine the following terms (any 5):	[10]
8	a)	First A/d	
ŀ	o)	Renovation	
C	c)	Interior designing	
C	d)	Charge privileges	
6	e)	BAR	
f	f)	Tent Cards	
<b>Q2</b> ) a	ı)	Explain the steps of Refurbishing hotel guest room.	[5]
ł	o)	What are the objectives of interior designing?	[5]
<b>Q3</b> ) a	ı)	Describe the factors affecting on room tariff.	[5]
ł	o)	Write down direct sales avenues used for sale of hotel p	products. [5]

- **Q4**) a) Write down any 2 types of guest complaints with example. [5]
  - b) How do you control the intestation of cockroaches & mice & rats? [5]
- Q5) a) Illustrate the errors during night audit process. [5]
  - b) Explain different types of sales techniques for front office department.[5]
- **Q6**) Write short note on following (any 2):

[10]

- a) Causes of Accidents
- b) Snag list
- c) Market based pricing
- d) Upselling & substitute selling



Total No.	of Questions	:	9]
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SEAT No.:	
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P5328

[Total No. of Pages : 2

## B.H.M.C.T.

# GE 406 A: CUSTOMER RELATIONSHIP MANAGEMENT (2019 Pattern) (Semester - IV)

		(2019 Pattern) (Semester - IV)	
Instr	uctio	Hours] [Max. Mark ns to the candidates: any 7 questions out of 9.	s : 70
<b>Q</b> 1)	a)	Write a note on types of customer.	[5]
	b)	Explain importance of customer satisfaction in hospitality sector.	[5]
<b>Q</b> 2)	a)	Draw & explain 05 Gap Model.	[8]
	b)	Write a note on advantages of using CRM software in service sector	or.[ <b>2</b> ]
<b>Q</b> 3)	a)	Explain how QRC management helps improve service quality.	[5]
	b)	List down 04 segments of market.	[2]
	c)	Define CRM.	[3]
<b>Q4</b> )	a)	Write a note on essential features of CRM (any 5)	[5]
	b)	Explain CSAT score? NPS.	[5]

<b>Q</b> 5)	a)	Draw & explain CRM process cycle.	[5]
	b)	List down any 5 & explain factors determine customer expectations	.[5]
<b>Q6</b> )	a)	Write a note on role of CRM in HRM & Technology.	[5]
	b)	Give any 05 customer retention strategies.	[5]
<b>Q</b> 7)	a)	Explain 02 methods of measuring customer satisfaction.	[5]
	b)	Write a note on benefits of CRM to customers & market.	[5]
<b>Q</b> 8)	a)	List down 04 strategies to overcome gaps in providing service quali	ty. <b>[4</b> ]
	b)	Write a note on sales profile.	[6]
<b>Q9</b> )	a)	List down 04 CRM softwares.	[2]
	b)	Write a note on CLV.	[4]
	c)	List down drivers of customer royalty (any M)	Γ <b>Δ</b> Γ



Total No. of Questions: 8]		SEAT No.:
P5329	[5966] 407	[Total No. of Pages : 2

# [5866]-407 B.H.M.C.T.

		<b>D.11.111.C.1.</b>	
		<b>GE 406 B: FACILITY PLANNING</b>	
		(2019 Pattern) (Semester - IV)	
Time	: 21/2	2 Hours] [Max. M	larks : 70
		ons to the candidates:	
		Q.1 is compulsory.  Solve any 6 questions from the remaining.	
<b>Q</b> 1)	Wr	ite a note on (solve any 5):	[10]
	a)	Systematic layout planning.	
	b)	Checklist for effective design.	
	c)	Flow of work in Kitchen.	
	d)	Equipments requirement in front office department.	
	e)	Lighting & colour scheme in the guest rooms.	
	f)	Two floor finishes.	
Q2) a	a)	Explain the following lobby types.	[6]
		i) Atrium	
		ii) Multi level	
	b)	Write in brief about factors that affect front office design.	[4]
Q3) a	a)	Draw a multicuisine restaurant layout having 100 covers & mer space required for it.	ntion the [6]
	b)	Explain the decor & ambience needed for restaurant & bar.	[4]

<b>Q4</b> ) a)		What equipments are required for the following ancillary areas in a hotel & write its functioning. [6]		
		i)	Swimming Pool	
		ii)	Gym & Spa	
ł	b)	Wha	at is a space management? Explain in context with laundry.	[4]
<b>Q</b> 5) a	ı)	_	lain the different factors considered while designing of House kee artment.	ping [ <b>6</b> ]
ł	b)	Wri	te the thumb rules for allocation of space for	[4]
		i)	Food production department in percentage	
		ii)	Food & Beverage service department in percentage.	
<b>Q6</b> ) a	ı)	Clas	ssify hotels under star category.	[6]
ł	b)	Dra	w any two types of kitchen layouts.	[4]
<b><i>Q7</i></b> ) a	ı)	Exp	lain any six types of wall finishes used in hotels.	[6]
ł	b)	Wha	at is a feasibility report? Write any 03 components of it.	[4]
<b>Q8</b> ) a	ı)	Wha	at are different types of commercial kitchen layouts?	[6]
ł	b)	Exp	lain following types of bars.	[4]
		i)	Lobby bar	
		ii)	Pool bar	
		iii)	Sports bar	
		iv)	Restaurant bar	



Total No. of Questions: 9]		SEAT No. :
P5330		[Total No. of Pages : 2
	[5866]_601	

#### [5866]-601 T.Y. B.H.M.C.T.

	CS	- 601A: SPECIALIZATION IN FOOD PRODUCTIO	N
		MANAGEMENT - I (2019 Pattern) (Semester - VI)	
Time : Instru 1	ction		arks: 70
<i>Q1</i> )	Ex	aplain the following culinary terms: (Solve any 10)	[10]
2-7	a)	Empanada.	[-*]
	,	Agneau.	
		Canard.	
	d)	Quenelle.	
	e)	Quiche.	
	f)	Rouladen	
	g)	Crudites.	
	h)	Hors d'oeuvres.	
	i)	Darne.	
	j)	Lactose intolerance.	
	k)	AFD.	
	1)	Island kitchen.	
<i>Q</i> 2)	a)	Plain a Italian four course menu along with bread and explain each seperately.	n course [5]
	b)	Explain the factors that influence kitchen design.	[5]

<b>Q</b> 3)	a)	List and explain any four processing methods of convienence foods	s. <b>[4]</b>
	b)	Explain the importance of balanced diet.	[4]
	c)	Explain Rigor Mortis.	[2]
<b>Q4</b> )	a)	Differentiate between nouvelle cuisine & Houte cuisine.	[4]
	b)	Explain the factors affecting tenderness in meal.	[4]
	c)	List and explain any two processing of fish.	[2]
Q5)	a)	List and explain four food preparations that can be served to a ol	
	1 \	person.	[4]
	b)	Draw a classification chart of fish giving two examples each.	[4]
	c)	Explain work triangle with the help of diagram.	[2]
<b>Q6</b> )	a)	Name the origin of following foods.	[3]
		i) Baked Alaska	
		ii) Baba au rhun	
		iii) Churos	
	b)	As a chef what points you will consider while selecting chicken.	[3]
	c)	Explain the points to be considering during plating of service.	[4]
<b>Q</b> 7)	a)	Draw a layout of bakery showing the placement of various equipments	s.[ <b>4</b> ]
	b)	List down the points to be observed while storing appetizers.	[4]
	c)	List two characteristics of spanish cuisine.	[2]
<b>Q</b> 8)	a)	Draw a neat labelled diagram of rock.	[5]
	b)	Write short note on:	[5]
		i) Hot appetizers	
		ii) French cuisine	
<b>Q9</b> )	a)	Explain the storage criteria for sea food.	[5]
	b)	List any five advantages of convienence food.	[5]

Tota	l No.	of Questions: 9]	\$	SEAT No. :	
P5331			l [Total]	No. of Pages : 2	
			[5866]-602		
CC	<b>6</b> 01	D.CDECIAII	T.Y.B.H.M.C.T. JZATION IN F & B SERVIC	EMANIA <i>(</i>	TEMENT I
CS-	OOT		2019 Pattern) (Semester - V		PENIENI-I
Time	: 3 I	lours]		ŕ	Max. Marks : 70
Instr	uctio	ns to the candidat		-	
		Question 1 is com Answer any 6 que	nputsory. estions from Q.No. 2 to 9.		
	<i>3</i> )	All questions carr	ry equal marks.		
<b>Q</b> 1)	Exp	olain the followin	ng terms (any ten).		[10]
	a)	Hot plate			
	b)	Flambé			
	c)	Toast master			
	d)	BEO			
	e)	Cabin crew			
	f)	Meal coupens			
	g)	Seat turnover			
	h)	ASP			
	i)	Material cost			
	j)	Split shift			
	k)	Puzzles in men	nu engineering		
	1)	Capital Budget	et		
Q2)	a)		rms gueridon. List the four reaso	ons which m	•
		service expens			[5]
	b)		ny two equipment used in guérido	on trolley:	[5]
		i) Flare lam	nps		
		ii) Chaffing	dish		
		iii) Suzette p	oan		

Q3)	Give	e cover, accompaniments and service procedure of any two guéridon dishes. [1	10]
	a)	Smoked salmon	
	b)	Banana flambé	
	c)	Crêpes suzette	
<b>Q4</b> )	a)	Draw and fill the banquet function prospectus, assume suitable information.	.[6]
	b)	Write the order of service for formal functions.	[4]
<b>Q</b> 5)	a)	List and explain any five equipment used in banquets.	[5]
	b)	Plan a duty roaster for a fine dining restaurant.	[5]
<b>Q6</b> )	a)	List and explain meals available in airline catering.	[5]
	b)	Write a short note on airline catering.	[5]
<b>Q</b> 7)	a)	Describe catering policies of staff catering.	[6]
	b)	Explain control and performance measures of fine dine restaurant F & B operations.	t in [ <b>4</b> ]
<b>Q</b> 8)	Writ	te short notes on: [1	.0]
	a)	Objectives of F & B control.	
	b)	Pre – opening phase of control cycle.	
<b>Q9</b> )	a)	Explain menu engineering in short.	[5]
	b)	Explain elements of cost with examples.	[5]

Total No. of Questions : 8]	SEAT No. :
P5332	[Total No. of Pages : 2

## [5866]-603 T.Y.B.H.M.C.T.

	(	CS-601-C: SPECIALIZATION IN ACCOMMODATIO MANAGEMENT - I	N
		(2019 Pattern) (Semester - VI)	
Instr		Hours] [Max. In some state of the candidates:  Question 1 is compulsory.  Solve any 5 questions from the remaining.	Marks : 70
Q1)	De	efine the following terms (any 5 out of 7).	[10]
	a)	Master key	
	b)	Efficiency room	
	c)	Chamber maids trolley	
	d)	Crew rate	
	e)	Shoulder period	
	f)	Irebana	
	g)	American plan	
<b>Q</b> 2)	a)	How would you condition plant material and flowers?	[6]
	b)	Describe the various types of brochures used by hotels today.	[6]
<b>Q</b> 3)	a)	Explain the process of purchasing.	[6]
	b)	Describe the layout of a lobby with special reference to pleather challenged requirements.	nysically [6]
<b>Q4</b> )	a)	State the automated equipment used at the front desk.	[6]
	b)	Explain the characteristics of 'Wool' and 'Cotton' fibres.	[6]
			P.T.O.

<b>Q</b> 5)	a)	State	e the advantages and limitations of a PMS.	[6]
	b)	Des	cribe the various types of fabrics along with its uses in hotels.	[6]
<b>Q6</b> )	a)	Exp	lain the different types of budgets in the housekeeping departmen	ıt. <b>[6</b> ]
	b)	Wha	at is hes clefs D 'or' and state their functions.	[6]
<b>Q</b> 7)	a)	Dra	w and explain 'purchase order' and 'store requisition slip'.	[6]
	b)		a front office manager, how would you handle a legal obligation est steler property'.	on of [6]
<b>Q</b> 8)	a)	Des	cribe the importance of 'Budget' as a controlling device.	[6]
	b)	Rec	ommend the style of flower arrangement for the following areas	.[6]
		i)	Banquet hall	
		ii)	Front desk	
		iii)	VIP guest room	

iv)

v)

vi)

Spa

Oriental restaurant

Coffee shop

Total No.	of Questions : 7]	SEAT No. :
P5333		[Total No. of Pages : 2
	[5866]-604 T.Y.B.H.M.C.T.	
	C - 602 : FOOD & BEVERAGE	E CONTROL
	(2019 Pattern) (Semeste	
Time : 3 1	Hours]	[Max. Marks : 70
	ons to the candidates:	
	Question 1 is compulsory.  Answer any five from remaining questions.	
<i>Q1</i> ) Exp	plain (any five):	$[5\times4=20]$
a)	Cost based pricing.	
b)	Elements of cost.	
c)	Standard yield.	
d)	Delivery note	
e)	Material cost	
f)	ROI	
g)	Bin card	
<b>Q2</b> ) a)	Write a note on storage of perishable foo	ods. [5]
	OR	
	Explain the operational phase of control of	eycle.
b)	Write note on EOQ.	[5]
	<b>.</b>	
<b>Q3</b> ) a)	Draw the breakeven graph & explain BEI	2. [5]
	$\bigcap \mathbb{R}$	

Define:

- i) Cost
- ii) Net Profit
- b) Write note on centralized & decentralized purchasing. [5]

*P.T.O.* 

Q4)	a)	Explain concept of supply chain mgmt. [5]
		OR
		State the importance of purchase order.
	b)	Elaborate on ABC analysis. [5]
Q5)	a)	State the objectives of SPS. [5]
20)	u)	OR
		Explain overhead cost budget & sales budget.
	b)	Discuss the psychological pricing method in brief. [5]
	U)	Discuss the psychological pricing method in orier.
<b>Q6</b> )	Exp	lain the terms (any 10). [10]
	a)	FIFO
	b)	JIT
	c)	Transfer note
	d)	Danger level
	e)	Reorder level
	f)	LIFO
	g)	Blind Receiving
	h)	SPS
	i)	Sous vide
	j)	Inventory
	k)	Cook chill
Q7)	a)	Draw the flow chart of the post operational phase of control cycle & explain. [5]
		OR
		Describe the steps involved in food receiving procedure.
	b)	Explain four methods of inventory control. [5]

Total 2	No.	of	Questions	:	7]
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SEAT No. :	
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[Total No. of Pages: 2

### [5866]-605 T.Y.B.H.M.C.T. C 603 : HUMAN RESOURCE MANAGEMENT (2019 Pattern) (Semester - VI)

(2019 Pattern) (Semester - VI) [Max. Marks : 70] *Time* : 2½ *Hours*] Instructions to the candidates: Question 1 is compulsory. Attempt any five questions from the remaining. **Q1**) Write short notes (Any 4). [20] Need of HRM a) Modes of recruitment b) Orientation in Hotel c) d) Transfers & promotion Limitations of Job evaluation e) Collective bargaining f) Define job analysis & draw the format of the same. [5] **Q2**) a) Explain any 05 methods of training. b) [5] **03**) a) Describe counselling along with its importance. [5] b) What are the benefits of job evaluation? [5] Discuss types of compensation. [5] **Q4**) a) Define discipline & write the causes of indiscipline. b) [5]

<b>Q</b> 5)	a)	What is trade union? Write the functions of trade union.	[5]
	b)	Define Human resource & characteristics of Human development.	resource [5]
<b>Q6</b> )	a)	Discuss the purpose of performance appraisal.	[5]
	b)	What are the objectives of fringe benefits.	[5]
<b>Q</b> 7)	Exp	lain the following terms.	[10]
	a)	Job specification	
	b)	Induction	
	c)	Fringe benefits	
	d)	Skill based pay	
	e)	CTC	

**Total No. of Questions: 8]** 

SEAT No.:	
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## [5866]-606 T.Y.B.H.M.C.T. C604: SERVICES MARKETING (2019 Pattern) (Semester - VI)

(2019 Pattern) (Semester - VI) [Max. Marks : 70] Time: 3 Hours] Instructions to the candidates: Question 1 is compulsory. Solve any 5 questions from the remaining. Q1) Write short notes on (any five): [20] Importance of service marketing. a) Characteristics of services. b) Service life cycle. c) d) Hospitality products. Concept of e-commerce. e) Significance of Internal marketing. f) Service recovery. g) **Q2**) a) Discuss the development of new service product. [5] Define branding and explain its significance. [5] b) [5] **Q3**) a) Explain the factors involved in pricing a service product. Discuss the management strategies for service business. [5] b) Explain the stages of relationship marketing. [5] **Q4**) a) b) Discuss the management strategies to manage changing demand. [5]

<i>Q5</i> )	a)	Explain service blue print and discuss any three advantages.	[5]
	b)	Define customer satisfaction and its importance.	[5]
<b>Q6</b> )	a)	Discuss the role of service employees in a service business.	[5]
	b)	Explain the duties of marketing manager.	[5]
<b>Q</b> 7)	a)	Discuss any five key differences between goods and services.	[5]
	b)	Explain the role of hospitality intermediaries in distribution of service	es.[ <b>5</b> ]
<b>Q</b> 8)	a)	Explain any five forms of marketing organization.	[5]
	b)	Discuss the management strategies to manage supply.	[5]