

Enrollment No.

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(MHMCT)

2nd year/3rd Semester Examination
SUB - Advance Front Office Management

[Time : 03:00 Hours]

[Max. Marks : 70]

Note : 1. Attempt all the questions as per given instructions.

1. Multiple Choice Questions (MCQs)

[01×15=15]

I. SOPs are important because they —

- (a) Reduce errors and mistakes
- (b) Increase room rates only
- (c) Eliminate staff training
- (d) Avoid guest feedback

II. The main goal of Guest Registration SOP is —

- (a) Ensuring smooth check-in and accuracy
- (b) Cleaning rooms
- (c) Assigning staff
- (d) Marketing

III. Rooming a Guest SOP includes —

- (a) Demonstrating in-room amenities
- (b) Billing only
- (c) Booking through travel agents
- (d) Staff duty rota

IV. HWC SOP ensures —

- (a) Personalized attention for VIPs and special guests
- (b) Faster billing
- (c) Only luggage handling
- (d) Crew check-in

V. Differently Abled Guest SOP ensures —

- (a) Accessibility, staff assistance, and comfort
- (b) Only room assignment
- (c) Faster check-in
- (d) Higher room rates

VI. Travel Agent Booking SOP requires —

- (a) Verification of voucher and billing accuracy
- (b) Only greeting guest
- (c) Rooming guest
- (d) Checking out

VII. Crew Check-In SOP is designed to —

- (a) Save time with pre-assigned rooms
- (b) Sell more F&B services
- (c) Handle VIP guests
- (d) Train new staff

VIII. Luggage Handling SOP ensures —

- (a) Bags are handled carefully and tagged correctly
- (b) Billing is faster
- (c) Rooms are cleaned
- (d) Guest feedback

IX. Check-Out SOP includes —

- (a) Collecting keys, verifying charges, and settling accounts
- (b) Rooming guests
- (c) Luggage assistance only
- (d) Staff scheduling

X. Duty Rota helps in —

- (a) Ensuring adequate staff coverage and rest periods
- (b) Only billing guests
- (c) Marketing hotel services
- (d) Assigning VIP rooms

(P.T.O.)

XI. Time & Motion Study helps to —

- (a) Reduce idle time and improve staff productivity
- (b) Increase room prices
- (c) Only track guest complaints
- (d) Prepare budgets

XII. Zero-Based Budgeting requires —

- (a) Justifying every expense
- (b) Ignoring inflation
- (c) Fixed staffing levels
- (d) Only historical data

XIII. Yield Management uses —

- (a) Variable pricing based on demand and customer segment
- (b) Fixed rates only
- (c) Random room allocation
- (d) Only VIP services

XIV. Occupancy Forecasting helps in —

- (a) Planning staffing, inventory, and revenue management
- (b) Cleaning rooms faster
- (c) Assigning bellboys
- (d) Marketing only

XV. Flexible Budgets are useful for —

- (a) Seasonal variations and fluctuating occupancy levels
- (b) Fixed staff salaries only
- (c) Long-term loans
- (d) VIP check-ins

2. Short Answer Questions (Any Five)

[5 × 5 = 25]

- I. Define SOP and mention two benefits for front office.
- II. List two steps in Rooming a Guest SOP.
- III. What is the importance of HWC SOP?
- IV. Name two types of budgets used in hotels.
- V. State two steps in Crew Check-In SOP.
- VI. Write two advantages of Time & Motion Study.
- VII. Mention two benefits of Occupancy Forecasting.
- VIII. Explain why Yield Management is important for hotels.

3. Long Answer Questions (Any Three)

[10 × 3 = 30]

- I. Explain the Guest Registration SOP with its key steps and importance.
- II. Describe the Differently Abled Guest SOP and how it enhances guest satisfaction.
- III. Discuss budgeting process in front office, covering occupancy forecast, historical data, and seasonality.
- IV. Explain the Check-Out SOP and its significance for revenue control and guest experience.
- V. Explain Yield Management, including its concept, applicability to front office, and benefits for revenue optimization.

Printing Pages : 1

Paper Cod: MHMCT-301

(B) SVSU:2025-26/R

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(MHMCT)

2nd Year/3rd Semester Examination

Subject Name: Advance Food Production Management

[Time : 03:00 Hours]

[Max. Marks : 70]

Note: Attempt all the questions as per given instructions.

1. State True or False: **[01×10=10]**

- I Food Cost is the method of Budgeting.
- II Personal hygiene is the part of grooming.
- III Standard recipe is not the food recipe.
- IV Sugar is a flavoring agent.
- V Log book is a type of kitchen stock register
- VI Sales mix is the mixing of food sales.
- VII Food wastage is the method of mixing food.
- VIII Japanese cuisine is international cuisine.
- IX Sous chef is supervisor of kitchen department.
- X Menu matrix is also called as menu designing.

2. Fill in the Blanks: **[01×05=05]**

- I Commis is an level in kitchen department.
- II Task analysis is the part of study.
- III Boiling is the method of cooking.
- IV is not the head of kitchen department.
- V SOPs means “.....”.

3. Answer in long (any three) **[10×3=30]**

- I Explain the planning and implementation of duty roster in kitchen.
- II Explain the coordination of kitchen with housekeeping department.
- III Discuss the attributes of Executive Chef in a professional kitchen.
- IV Explain the various methods of cooking.

4. Answer in short (any five) **[5×5=25]**

- I Describe the purchasing and its process in kitchen department.
- II Write a short note on “Production planning”.
- III Explain duties and responsibilities of CDP.
- IV Explain the types of budget in food production department.
- V Describe the basic stages in preparation of budget.
- VI Explain the psychology of menu engineering.
- VII What are Production quality & quantity control in food production?

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Program Name: MHMCT

3rdSemester / 2nd Year Examination

Subject Name: Hotel Management Information Systems

[Time : 03:00 Hours]

[Max. Marks : 70]

Note: Attempt all the questions as per given instructions.

1. Multiple Choice Questions (MCQs)

[01×15=15]

I. MIS provides information to:

- (a) Guests
- (b) Managers
- (c) Suppliers
- (d) Waiters

II. Which of the following is an example of data resource?

- (a) Employee records
- (b) Furniture
- (c) Crockery
- (d) None

III. WAN is a network that covers:

- (a) A small office
- (b) A local building
- (c) A city or country
- (d) A single room

IV. The Reservation Module in PMS helps in:

- (a) Guest check-in
- (b) Booking and allocation of rooms
- (c) Accounting
- (d) Telecommunication

V. Guest History module helps in:

- (a) Tracking past guest preferences
- (b) Generating bills
- (c) Managing employees
- (d) Checking maintenance

VI. The main purpose of Night Audit is:

- (a) Room Cleaning
- (b) Reconciliation of financial transactions
- (c) Reservation entry
- (d) Employee attendance

VII. The High Balance Report shows:

- (a) Employees with high salaries
- (b) Guests exceeding credit limit
- (c) Food items with high cost
- (d) Empty rooms

VIII. Which system handles payroll in hotels?

- (a) Personnel Management System
- (b) POS
- (c) Back Office System
- (d) PMS

IX. The system used to manage restaurant tables efficiently is:

- (a) POS System
- (b) Table Management System
- (c) Stock Control System
- (d) Recipe Costing

X. Which is a benefit of E-Procurement?

- (a) Faster purchasing process
- (b) Manual ordering
- (c) No record maintenance
- (d) Increased paperwork

XI. Which report forecasts room availability?

- (a) Expected Departure Report
- (b) Occupancy Forecast Report
- (c) Room Occupancy Report
- (d) In-House Report

XII. The At Your Service (AYS) system is used for:

- (a) Employee attendance
- (b) Handling guest requests and complaints
- (c) Cash management
- (d) Food costing

XIII. Which of these is a hardware resource?

- (a) Computer
- (b) Data
- (c) Software
- (d) Internet

XIV. MIS supports decision making by providing:

- (a) Random information
- (b) Relevant and timely data
- (c) Physical services
- (d) Decorations

XV. GDS connects hotels to:

- (a) Suppliers
- (b) Travel agents worldwide
- (c) Maintenance staff
- (d) Payroll department

2. Answer in Long (any three)

[10×3=30]

I. Discuss infrastructural resources required for MIS in hospitality industry.

II. Explain the importance and working of Property Management System (PMS).

III. Elaborate on various reports generated by the Night Auditor.

IV. Describe the use and importance of Catering Computing Systems in hotel operations.

3. Answer in Short (any five)

[5×5=25]

I. What is the importance of MIS for key decisions?

II. Define Occupancy Forecasting Report.

III. Differentiate between LAN, MAN, and WAN.

IV. Write short notes on E-Procurement System.

V. Explain Guest Data Management.

VI. What is the function of the Cashiering Module?

VII. Mention any two Back Office Systems.

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Program Name MHMCT

3rd Semester / 2nd Year Examination

Subject Name Entrepreneurship Development-I

[Time : 03:00 Hours]

[Max. Marks : 70]

Note : 1. Attempt all the questions as per given instructions.

1. Multiple Choice Questions (MCQs)**[01×15=15]****I** The word 'Entrepreneur' is derived from which language?

- a) English b) Latin c) French d) German

II Which one is *not* a skill of a good entrepreneur?

- a) Leadership b) Communication
c) Laziness d) Decision making

III Innovation means:

- a) Copying others' ideas b) Creating something new or better
c) Ignoring new trends d) Avoiding change

IV Market analysis helps in understanding:

- a) Customer needs and competition b) Raw material price only
c) Employee salary d) None of these

V A marketing plan should include:

- a) Target market, pricing, and promotion b) Only employee details
c) Company logo only d) Machinery list

VI NABARD mainly supports:

- a) IT industries b) Agriculture and rural development
c) Tourism only d) Automobile industry

VII Copyright protects:

- a) Artistic and literary works b) Business names
c) Inventions d) Trademarks

VIII FSSAI stands for:

- a) Food Safety and Standards Authority of India
b) Food Science and Security Agency of India
c) Food Support and Service Association of India
d) None of these

IX Mergers and acquisitions mean:

- a) Two companies joining together b) Selling a small part of a firm
c) Expanding the building d) Buying machinery

X Entrepreneurship helps in:

- a) Reducing employment b) Increasing self-employment opportunities
c) Wasting resources d) Stopping innovation

- XI Which factor affects entrepreneurship the most?**
- a) Market demand
 - b) Lack of motivation
 - c) Family background
 - d) All of these

- XII A social entrepreneur mainly focuses on:**
- a) Social problems and welfare
 - b) High profit only
 - c) Government jobs
 - d) Import-export

- XIII Which of the following is a source of new business ideas?**
- a) Competitors
 - b) Customers
 - c) Observation
 - d) All of these

- XIV Identifying an opportunity means:**
- a) Looking for a need or gap in the market
 - b) Copying another product
 - c) Making random guesses
 - d) Ignoring demand

- XV Human resource planning helps to:**
- a) Hire and train the right people
 - b) Waste company funds
 - c) Reduce manpower
 - d) Avoid teamwork

2. Answer in long (any three) [10×3=30]

- I Describe the role of financial institutions like IDBI and NABARD in supporting entrepreneurs.
- II What are the different types of entrepreneurs? Give suitable examples.
- III Explain the marketing plan for a new business venture and its key components.
- IV Discuss the factors affecting entrepreneurship in India.
- V Define growth strategies? Explain Diversification, Franchising, and E-commerce with examples.

3. Answer in short (any five) [5x5=25]

- I Define After Sales Services and explain why they are important.
- II What are the main steps in idea evaluation?
- III Explain the meaning and importance of Entrepreneurial Vision.
- IV What is Working Capital Management?
- V Write a short note on Patents and Copyrights.
- VI Discuss the Government Policies and Subsidies that help entrepreneurs?
- VII Explain Mergers and Acquisitions in simple terms.

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Program Name MHMCT

3rd Semester / 2nd Year Examination

Subject Name Researching in Hospitality & Tourism

[Time : 03:00 Hours]

[Max. Marks : 70]

Note: Attempt all the questions as per given instructions.

1. Multiple Choice Questions (MCQs)**[01×15=15]****I** The main objective of research is to _____.

(a) Find facts

(b) Prove imagination

(c) Copy others

(d) Avoid learning

II The first step before data collection is _____.

(a) Data coding

(b) Problem definition

(c) Report writing

(d) Hypothesis testing

III A hypothesis is a _____.

(a) Final result

(b) Temporary assumption

(c) Conclusion

(d) Questionnaire

IV Null hypothesis represents _____.

(a) No relationship

(b) Strong relationship

(c) Weak relationship

(d) Uncertain results

V Descriptive research focuses on _____.

(a) Exploring unknown areas

(b) Describing characteristics

(c) Testing new tools

(d) Predicting the future

VI Secondary data is collected _____.

(a) Directly from people

(b) From published sources

(c) By observation

(d) By experiments

VII Which of the following is a primary data method?

(a) Books

(b) Magazines

(c) Interview

(d) Internet

VIII In measurement, ordinal scale indicates _____.

(a) Order or rank

(b) Equal intervals

(c) True zero

(d) None of these

IX Semantic Differential Scale measures _____.

(a) Physical height

(b) Attitude or opinion

(c) Income

(d) Knowledge

(P.T.O.)

- X** Sampling error occurs due to _____.
(a) Using full population (b) Using a part of population
(c) Wrong calculation (d) Proper sampling
- XI** Stratified random sampling divides population _____.
(a) Randomly (b) Into equal groups
(c) Into homogeneous strata (d) By convenience
- XII** Cluster sampling is useful when _____.
(a) Data is from large geographical area
(b) Sample size is small
(c) Data is limited
(d) Population is one group
- XIII** In data analysis, univariate analysis deals with _____.
(a) One variable (b) Two variables
(c) Three variables (d) Many variables
- XIV** Chi-square test is used for _____.
(a) Measuring average (b) Testing association
(c) Calculating mean (d) Checking errors
- XV** The conclusion of a research report should _____.
(a) Add new data (b) Summarize findings
(c) Repeat introduction (d) Skip results

2. Answer in long (any three) [10×3=30]

- I** Define research. Explain its objectives, motivation, and barriers.
- II** Discuss different approaches in research – qualitative and quantitative.
- III** Explain the various levels of measurement with examples.
- IV** Describe the process of hypothesis testing and its importance in research.
- V** Explain the different sections of a research report and their functions.

3. Answer in short (any five) [5×5=25]

- I** What are the utilities of research in hospitality and tourism?
- II** Write short notes on exploratory research.
- III** Differentiate between questionnaire and schedule.
- IV** What is attitude scaling? Name any two common scales.
- V** Define sample size and mention factors affecting it.
- VI** What is data coding and why is it important?
- VII** List the characteristics of a good research design.

Printing Pages : 2

Paper Code : MHMCT 309

(A) SVSU:2025-26/R

Enrollment No.

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Master of Hotel Management and Catering Technology (MHMCT)

2nd YEAR, 3rd SEMESTER EXAMINATION

Subject Name – MARKETING OF SERVICES

[Time : 03:00 Hours]

[Max. Marks : 70]

Read Instructions Carefully

PART A

Attempt All Questions. Each Question Carry Equal Marks

(15x1=15)

Q.1 MCQ, fill in blanks & True/False

- (a) What are the three components of the service profit chain?
 - a. Customer satisfaction, service quality, and productivity
 - b. Employee satisfaction, customer loyalty, and profitability
 - c. Marketing, operations, and finance
 - d. Physical evidence, people, and process
- (b) Which of the following is NOT a characteristic of services?
 - a. Intangibility
 - b. Perishability
 - c. Heterogeneity
 - d. Standardization
- (c) What is the definition of branding?
 - a. The process of developing and promoting a unique identity for a product or service
 - b. The process of advertising a product or service
 - c. The process of setting prices for a product or service
 - d. The process of distributing a product or service to customers.
- d. What are the three elements of physical evidence in service?
 - a. Personnel, process, and promotion
 - b. Price, place, and product
 - c. Exterior facilities, interior facilities, and other tangibles
 - d. Customer satisfaction, service quality, and productivity
- (e) What are the factors involved in pricing a service product?
 - a. Cost, competition, and customer demand
 - b. Place, promotion, and personnel
 - c. Physical evidence, people, and process
 - d. Product, place, and promotion.
- (f) What is the service life cycle?
 - a. The stages a service product goes through from development to decline
 - b. The amount of time a service can be provided before it must be replenished
 - c. The process of creating a new service product
 - d. The period of time during which a service is in demand
- (g) Which of the following is NOT a tool of promotion in services marketing?
 - a) Advertising
 - b) Sales promotion
 - c) Publicity
 - d) Manufacturing

(P.T.O.)

- (h) What is the definition of internal marketing?
- The marketing of products to employees
 - The marketing of products to existing customers
 - The marketing of products to potential customers
 - The marketing of employees to potential customers
- (i) Product differentiation is not important for service products. (True/ False)
- (j) People are not a crucial aspect of service businesses. (True/ False)
- (k) The Five Gap Model identifies five gaps that can lead to a gap between expected and perceived service quality. (True/ False)
- (l) Managing productivity is about achieving greater efficiency and effectiveness in service delivery. (True/ False)
- (m) Social media is not a tool of promotion in services marketing. (True/ False)
- (n) _____ is the process of creating and maintaining a strong brand identity for a service
- (o) The _____ strategy involves adjusting capacity to match changing demand patterns.

PART B

2. Attempt any three (3) questions. Each question carries equal marks. (3X10= 30)

- How do goods and services differ from each other? Provide examples of each
- What is product differentiation? Why is it important in services marketing? Discuss the role of branding in creating differentiation
- How is service products priced? What are the factors that are considered while pricing a service product?
- How can demand and capacity be managed in service businesses? Discuss the different management strategies that can be used to manage changing demand, supply, and productivity.

PART C

3. Attempt five questions. Each question carries equal marks. (5X 5= 25)

- Evaluate the importance of management strategies for service businesses in achieving success.
- Classify services based on their characteristics and provide examples.
- Analyze the current state of the hospitality sector in India and discuss the factors that contribute to its growth.
- Explain the functions of intermediaries in the distribution of services and their impact on the hospitality industry.
- What are the 7 Ps of the services marketing mix?
- Compare and contrast goods and services in terms of their production, delivery, and consumption.
