Q.1. What are the goals of the purchase department in a 5-star deluxe hotel? What considerations of pricing are enforced for best quality and quantity by the department? (10)

Q.2. For most Food & Beverage outlets located in metro cities, targeting Unique Market Segment is both a reality and a necessity. Discuss.

OR

Food service is not by accident but planned. Discuss with examples from the hospitality industry. (10)

Q.3. Budgeting is a key control tool. Draw a format of food & beverage revenue budget for a financial year of a speciality restaurant for lunch and dinner.

OR

What do you understand by the WOW factor? Explain why repeated business is often listed with this phenomenon. (10)


Q.5. What is CRM? Discuss its application in the hospitality industry. (10)

Q.6. What is menu merchandising? Explain its advantages & dis-advantages. (10)
Q.7. Write short notes on any two:
(a) Cyber laws pertaining to hospitality sector.
(b) Franchising v/s Ownership
(c) ISO Standards

(2x5=10)

Q.8. Discuss the trends in reservation pattern vis-à-vis the latest technological development including the internet bookings.

OR
Cyber space is a virtual world and computer screen is the window to it. It is necessary to remember that internet is not a private network. Comment with reference to privacy on internet.

(10)

Q.9. List and describe licences and permits required in opening up a low venture hospitality unit.

(10)

Q.10. What do you understand by branding and re-branding? Discuss.

(10)