Q.1. Explain how market segmentation can be used for developing effective marketing strategy for a hotel.

OR

In the competitive Market situation, indicate briefly the possible pricing strategies you would recommend for maximization of profit for a stand-alone restaurant.

(10)

Q.2. A fundamental goal of CRM is to improve long-term growth and profitability through a superior understanding of customer behavior. Explain.

OR

What is quality and its various dimensions? Why is managing quality a challenge in hospitality industry?

(10)

Q.3. List Seven different pricing methods. Explain with examples any four methods in context to a multi-cuisine restaurant?

OR

How different would the management of a stand-alone restaurant be from that of a restaurant attached to a five-star hotel? Explain the difference in the marketing and production aspects in detail.

(10)

Q.4. What is budgeting? Explain different types of budgets used in a hotel with their advantages.

(10)

Q.5. What should be the pricing strategy for food & beverage product when one is rebranding an establishment?

(10)
Q.6. Explain the Demand & Supply forces shaping food service industry with examples. (10)

Q.7. What are the various sources of energy with emphasis on their availability and methods of usage? (10)

Q.8. Write short notes on any two:
   (a) Shops and Establishment Act.
   (c) Social Responsibility of Hotels. (2x5=10)

Q.9. With terrorism becoming a big threat, Hotel Security System have adopted modern system to counter this threat. Discuss. (10)

Q.10. (a) What are the main points you would consider with regard to fire safety in dining place? Write at least five points.
   (b) What are seven steps of HACCP. (5+5=10)

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