

NATIONAL COUNCIL FOR HOTEL MANAGEMENT AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR – 2024-2025

COURSE	:	1 st Semester of 2-year M.Sc. (Hospitality Administration) Program	
SUBJECT	:	Management Functions and Behaviour in Hospitality	
TIME ALLOWED	:	03 Hours	MAX. MARKS: 60

(Marks allotted to each question are given in brackets)

SECTION – A

- Q.1. Write short notes on **(Attempt any five questions)** **(3x5=15)**
- a) Management Obsolescence
 - b) Top Management
 - c) Mission
 - d) Brainstorming
 - e) Policy
 - f) Performance review
 - g) Line function
 - h) Ethos
 - i) Delegation
 - j) Group norms

SECTION – B

Attempt all questions **(6x5=30)**

- Q.2. Discuss the key responsibilities of a professional manager towards hotels customers & employees.
OR
Explain different types of managerial skills that a hotel general manager must possess.
- Q.3. List points to considered by the top management while framing hotel policies.
OR
Explain different types of leadership styles practiced in hotel business.
- Q.4. Define organizational culture. Explain the determinants of organizational culture.
OR
What are the different means of resolving conflicts?
- Q.5. What are the common reasons for employees resistance to change and how can managers address these concerns?
OR
Describe different levels of communication process within an organization with help of a flow chart.
- Q.6. What impact does power & hierarchy have on interpersonal relationship of employees within an organization?
OR
Illustrate the concept of Management Information Systems (MIS).

SECTION – C

Attempt all questions **(15x1=15)**

- Q.7. Covid 19 was an unprecedented challenge for the hospitality industry. What according to you are the tasks of a hospitality manager as India witnesses revenge tourism? Explain with examples from an organization you have worked in or a property you are aware off.
OR
Discuss the evolution and need of Management by Objectives (MBO). Also, explain the process of MBO and analyze its benefits & limitations in organizational management.

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ACADEMIC YEAR – 2024-2025

COURSE	1 st Semester of 2-year M.Sc. (Hospitality Administration) Program	
SUBJECT	Human Resource Planning	MAX. MARKS: 60
TIME ALLOWED	03 Hours	

(Marks allotted to each question are given in brackets)

SECTION – A

- Q.1. Write short notes on **(Attempt any five questions)** (3x5=15)
- a) Employee Counselling planning
 - b) Demand forecasting
 - c) Reward Policies
 - d) Transfer
 - e) Performance appraisal
 - f) Job analysis
 - g) Promotion
 - h) Suspension
 - i) Skills inventory
 - j) Retraining

SECTION – B

Attempt all questions

(6x5=30)

- Q.2. What is supply forecasting and why it is crucial for success of an organization?
OR
Describe job evaluation. Outline the benefits of job evaluation.
- Q.3. List few techniques hotels adopts for employee welfare.
OR
Explain the role of job classification in creating a positive work culture.
- Q.4. Discuss the various steps involved in the recruitment process of a front office assistant.
OR
List the objectives of human resource planning.
- Q.5. What are the various effectiveness of Human Resource Information Systems?
OR
Define Human Resources Audit. Explain the frequency of HR audit briefly.
- Q.6. Why is Human resource accounting important for an organization?
OR
Define retrenchment. Suggest two ways by which a company can handle employee grievance related to retrenchment.

SECTION – C

Attempt all questions

(15x1=15)

- Q.7. Discuss the significance of assessment centers in hotels. Design the job description for the post of General Manager of a Chain Hotel. Suggest competency mapping techniques for the top bracket positions in hotel.
OR
Discuss the concept of employee training in an organization. Explain the various methods of training that can be used to improve the staff performance. Also, highlight the benefits of training to both employees and the organization and critically examine the challenges associated with employee training.

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ACADEMIC YEAR – 2024-2025

COURSE : 1st Semester of 2-year M.Sc. (Hospitality Administration) Program
SUBJECT : Advance Marketing Management
TIME ALLOWED : 03 Hours
MAX. MARKS: 60

(Marks allotted to each question are given in brackets)

SECTION – A

- Q.1. Write short notes on (Attempt any five questions) (3x5=15)
- Segmentation
 - Branding
 - Personal Selling
 - Sales conventions and conferences
 - Brand element
 - Brand positioning
 - Price Skimming
 - Brand Parity
 - Word of Mouth
 - Product line

SECTION – B

- Attempt all questions (6x5=30)
- Q.2. Describe the concept of dynamic pricing in hotels. Also, list the potential challenges associated with dynamic pricing of hotel rooms.
OR
What are the key components of an effective mobile marketing strategy and why it is essential for business to adapt to the mobile centric landscape in today's business scenario?
- Q.3. Explain the importance of selecting the right customer segment in marketing. Discuss the criteria & strategies that business should consider when choosing their target customers with suitable examples.
OR
With help of a neat diagram, explain the various stages of the product life cycle.

- Q.4. Illustrate the concept of brand extension with suitable examples from hospitality industry. Also, list challenges involved in brand extension.
OR
Suggest ways to evaluate a salesperson's ability to identify guest needs and recommend various hotel packages in order to ensure sales.
- Q.5. Discuss the role of social media platforms in sales and marketing of budget friendly hotels.
OR
Explain the Maslow's hierarchy theory of motivation.

- Q.6. Explain the concept of marketing channel & provide suitable examples of how can a hotel use marketing channels to reach its target audience effectively.
OR
Discuss the impact of Search Engine Optimization (SEO) on hotel ranking.

SECTION – C

- Attempt all questions (15x1=15)
- Q.7. Liquid Bliss is a new product launched by a famous hotel brand. The brand aims to create a premium line of organic, cold-press juices made from locally sourced fruits and vegetables. The goal is to cater to health conscious consumers who are looking for natural alternatives to sugary packaged fruit and vegetable beverages.

The brand intends to promote healthy & environmentally sustainable packaged juices. The company has its own production site and a highly paid research and development team set to launch their first range of juices by April 2025.
You as a team member have to submit a detailed report on the various stages of production development, pricing strategy and branding strategy to ensure successful launch of the product.

OR

Discuss the concept of marketing channels in hospitality industry, focusing on the functions of various marketing channels used by hotels. Explain how these channels contribute to hotel branding, promotion, and revenue generation. Also, elaborate on the methods and metrics hotels can use to measure the effectiveness of online advertisements in their marketing strategy.

SUBJECT CODE: MHA704

EXAM DATE: 12.12.2024

ROLL No.

NATIONAL COUNCIL FOR HOTEL MANAGEMENT AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR – 2024-2025

COURSE : 1st Semester of 2-year M.Sc. (Hospitality Administration) Program
SUBJECT : Equipment and Materials Management
TIME ALLOWED : 03 Hours
MAX. MARKS: 60

(Marks allotted to each question are given in brackets)

SECTION – A

Q.1. Write short notes on (Attempt any five questions) (3x5=15)

- a) Material handling
- b) Material Handling Equipment
- c) Logistic Analyst
- d) Economic Order Quantity
- e) Work Study
- f) Quality control
- g) Breakdown maintenance
- h) Preventive maintenance
- i) Codification
- j) Buffer stock

SECTION – B

(6x5=30)

Attempt all questions

- Q.2. Explain the principles of material handling.
OR
Explain the significance of Just in-time (JIT) in inventory management system.
- Q.3. "Best maintenance practices helps in increasing productivity & working life of equipment." Justify the statement.
OR
Differentiate between time study and motion study.
- Q.4. Discuss role of ergonomics in material management.
OR
Describe the phases of six sigma method of quality control.
- Q.5. Illustrate the role of information & technology integration in material management.
OR
Discuss the role of logistic management in supply chain management.
- Q.6. Discuss the packaging and distribution techniques adopted by various food outlets.
OR
Suggest a layout plan for coffee shop having a capacity of 100 covers and give specification for three essential equipment used in it.

SECTION – C

(15x1=15)

Attempt all questions

- Q.7. Describe the steps involved in purchasing process for procuring kitchen equipment for a newly planned Indian restaurant in a five-star hotel. Discuss how market analysis contributes to the effective purchasing practices in the hospitality industry, and highlight the significance of Supplier Relationship Management (SRM) in ensuring an efficient and seamless purchasing process.
OR

The Royal Victoria Hotel, is a luxury five-star property located in a bustling metropolitan area, prides itself on offering top-tier guest services and amenities. Despite its success in guest satisfaction, the hotel faces mounting challenges in managing waste generated across its operations. As part of its sustainability goals, the hotel management has decided to undertake a comprehensive review of its waste management, categorizing waste at the source of generation, and implementing effective control mechanisms to optimize and dispose waste. Additionally, the management seeks to integrate waste treatment costs into their financial accounts to better monitor and optimize expenditures. You as the Senior Manager, Operations is tasked to produce the detailed report to the management.

SUBJECT CODE: MHA705

C	7000	10000	10000
D	8000	8000	11000
E	9000	7000	13000

Draw demand and supply curve and market equilibrium point. Calculate if price elasticity of demand is elastic at point B & C. Calculate price elasticity of demand from point B to C.

OR

In developing countries like India, question of efficiency, equality and choice becomes paramount if not managed well it could lead to inflation. In that respect

a) Define equity and efficiency in economics
 b) Elaborate how Gross Domestic Product (GDP) deflator is an appropriate tool to measure inflation.
 c) State how fiscal/monetary policies can impact growth.

SUBJECT CODE: MHA705

EXAM DATE: 13.12.2024

ROLL No.

NATIONAL COUNCIL FOR HOTEL MANAGEMENT AND CATERING TECHNOLOGY, NOIDA
 ACADEMIC YEAR – 2024-2025

COURSE : 1st Semester of 2-year M.Sc. (Hospitality Administration) Program
 SUBJECT : Principles of Economics
 TIME ALLOWED : 03 Hours
 MAX. MARKS: 60

(Marks allotted to each question are given in brackets)

SECTION – A

- Q.1. Write short notes on (Attempt any five questions) (3x5=15)
- Micro economics
 - Market equilibrium
 - Price Discrimination
 - Market demand
 - Nominal GDP
 - Real GDP
 - Unemployment
 - Market competition
 - Macro economics
 - Investment multiplier

SECTION – B

- Attempt all questions (6x5=30)
- Q.2. Illustrate the difference between 'demand curve' and 'supply curve' with help of graphs.
 OR
 Explain 'law of demand' and 'shift in demand curve'.
- Q.3. List the factors affecting price elasticity of supply.
 OR
 Elaborate the kinked demand curve model with example.
- Q.4. Define 'break-even point' and explain why it is important for business.
 OR
 Describe the law of diminishing returns.
- Q.5. What are the main features of an oligopolistic market?
 OR
 How does product differentiation in monopolistic competition influences consumer choice and pricing power of firm?
- Q.6. Explain the concept of profit maximization in the context of a perfectly competitive firm.
 OR
 Illustrate the concept of national income, personal income and disposable income.

SECTION – C

Attempt all questions (15x1=15)

Q.7.

	Price	Demand (in units)	Supply (in units)
A	5000	14000	8000
B	6000	11000	9000