



CS – 001

VIII Semester B.H.M. Examination, July 2024
(CBCS) (2018-19 and Onwards) (F&R)
HOTEL MANAGEMENT
Paper – 8.1 : Allied Hospitality Management

Time : 3 Hours

Max. Marks : 70

- Instructions :** 1) Read instruction **carefully**.
2) **All** Sections are **compulsory**.
3) **Number** the answers **correctly**.

SECTION – A

1. Answer **any five** questions. **Each** carries **2** marks. **(5×2=10)**
- a) What are the 'Types of Lodging Operations' ?
 - b) Define Supply Chain Management.
 - c) Define Retail E-tailing.
 - d) What is Facility Management ?
 - e) What are the 'Types of Events' ?
 - f) Expand MICE.
 - g) Define a 'Service Apartment'.

SECTION – B

- Answer **any three** questions. **Each** carries **six** marks. **(3×6=18)**
- 2. What is 'Retail management' ? Explain key issues and functions of retail.
 - 3. Explain the categories of facility management with regards to people and organization.
 - 4. Explain the importance of event management with reference to 'Careers'.
 - 5. What are 'Conference Market' ? Explain its component.
 - 6. What are 'Luxury Trains' ? Write notes on 'Palace on wheels'.

P.T.O.



SECTION – C

Answer **any three** questions. **Each** carries **fourteen** marks.

(3×14=42)

7. What are 'Cruise Ships' ? Explain the features and activities of cruiselines.
 8. Explain the importance of 'Alternate Accommodation Sector' in MICE business.
 9. Explain the scope of Event Management as a career. What are the different types of events ?
 10. Explain the categories of facility management with ref. to
 - a) Space and infrastructure
 - b) People and organization.
 11. 'The retailing concept' – Explain with the help of a neat diagram.
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