



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

M. Sc. International Hospitality and Tourism Management

Type: Semester End Assessment (SEA)

Date: 03rd January 2023

Batch and Semester: Batch 2022- 24, Semester 1

Total Marks: 40

Time Duration: 2 hours

Course Name: Advanced Hospitality Management

Course Code: IHTC401

Instructor: Mr. Edgar D'Souza

This paper contains 01 page in addition to the cover page.

Full Name of the Student: _____

Permanent Registration Number: _____ Class: _____

Marks Obtained: _____ Faculty Signature: _____ Invigilator Signature: _____

| Main Answer sheet | Number of Supplements | Total number of Answer sheets |
|-------------------|-----------------------|-------------------------------|
| 01 | | |

- Carefully read each question at the outset of the paper. All queries must be addressed to the faculty within the first 10 minutes of the examination.
- Students are expected to maintain complete silence in the examination hall and should not interact or communicate with their peers.
- Students will carry only their essential stationery like pens, pencils, ruler and simple calculators into the examination hall.
- Bags, eatables, drinks, etc. will not be allowed inside the hall with the exception of a bottle of water.
- Cell phones, electronic data banks, scientific calculators and smart/beeping watches are prohibited in the examination hall.
- Students will answer the examination with only blue/ black ball point pens unless informed differently by faculty. Avoid usage of green or red ink pens on the answer sheet.
- Dictionaries will not be allowed into examination hall unless informed differently by faculty.



Answer any 4 questions. Each question carries 10 marks. (4 x 10 marks = 40 marks)

1. What is the principal role of Reservations department in Front Office? Briefly describe the typical workload for hotel employees giving examples of typical work shifts for Front Office staff. Discuss the concept of Flextime shifts.
2. What is Menu Merchandising? What are the common ways of Menu Merchandising in Food service operations? Discuss any 5 points to be considered while increasing the merchandising value of the menu.
3. Analyse the possible influences of the media on consumer behaviour with regards to F&B consumption. Briefly discuss any 5 consumer choices and restaurant trends in the F&B industry in the past couple of years.
4. What are the different categories of hazards associated with Food businesses? Briefly describe the seven principles of HACCP implementation.
5. List 5 areas to determine how Resorts differ from other sorts of tourism destination. Discuss the 3 ways how resorts can be characterized.
6. Distinguish between an In house laundry & an off premise laundry. List 3 advantages of an in-house laundry. With the help of a flow chart describe the laundry process.