

API ARDUI KALAM
TECHNOLOGICAL
UNIVERSITY

SEMESTER -7



BUSINESS LAW & CORPORATE GOVERNANCE			
Course code: BCGT407		Semester- VII	
Duration: 45hrs		Maximum mark:100	
Teaching Scheme Theory : 3hrs /week Credit : 3		Examination Scheme Internal Exam: 15 Marks Tutorial/ Assignment/Mini Project/Record:15 Marks End Semester Exam: 70 Marks	
Sl No	Topic	Hours	Weightage %
01	Introduction- Various laws applicable to catering establishment, Procurement of license/permit required to operate hotels, restaurants and catering establishment, Study of fixation of hotel tariff and various taxes.	05	20%
02	Indian Partnership Act 1932- Definition, nature of partnership, foundation of partnership right and duties, Power and liability of partner, partner duration, partnership deed Termination, dissolution and winding of partnership.	05	20%
03	Labor Law- Definition, importance, working condition, welfare, health and safety measures, power of inspectors Industrial Dispute Act 1947- strike, lockout, Settlement, authorities under the Act. wages -workman, Industrial establishment, employment, Factory rules for wage payment (brief description only)	10	20%
04	Trade union act 1926 - Scope, registration, rights and privilege of registration. The Employees State Insurance Act 1948- Scope, contribution benefits, Right and obligation of employee and employer. The Payment of Gratuity Act 1972- Right and obligation of employer and employee. The Workman Compensation Act 1923- scope, liability of employers.	15	20%
05	Corporate governance- Definition, importance, need, ethics and values in corporate governance. Corporate governance challenges in developing, emerging and transition economies.	10	20%
	Total	45	100%

Reference books

1. Business ethics and corporate governance by A.C Fernando published: September 2010
2. Hotel & tourism laws –Dr. Jagmohan Negi-frank bros & co, New Delhi
3. The Essential Book of Corporate Governance by G. N. Bajpai
4. Corporate Governance Book by Nell Minow and Robert A. G. Monks
5. Business Law Today Book by Gaylord Jentz and Roger LeRoy Miller

Continuous Internal Evaluation Pattern

Continuous Assessment Test (2 numbers) : 15 marks

Tutorial/Assignment/Mini Project/Record : 15 marks

End Semester Examination Pattern:

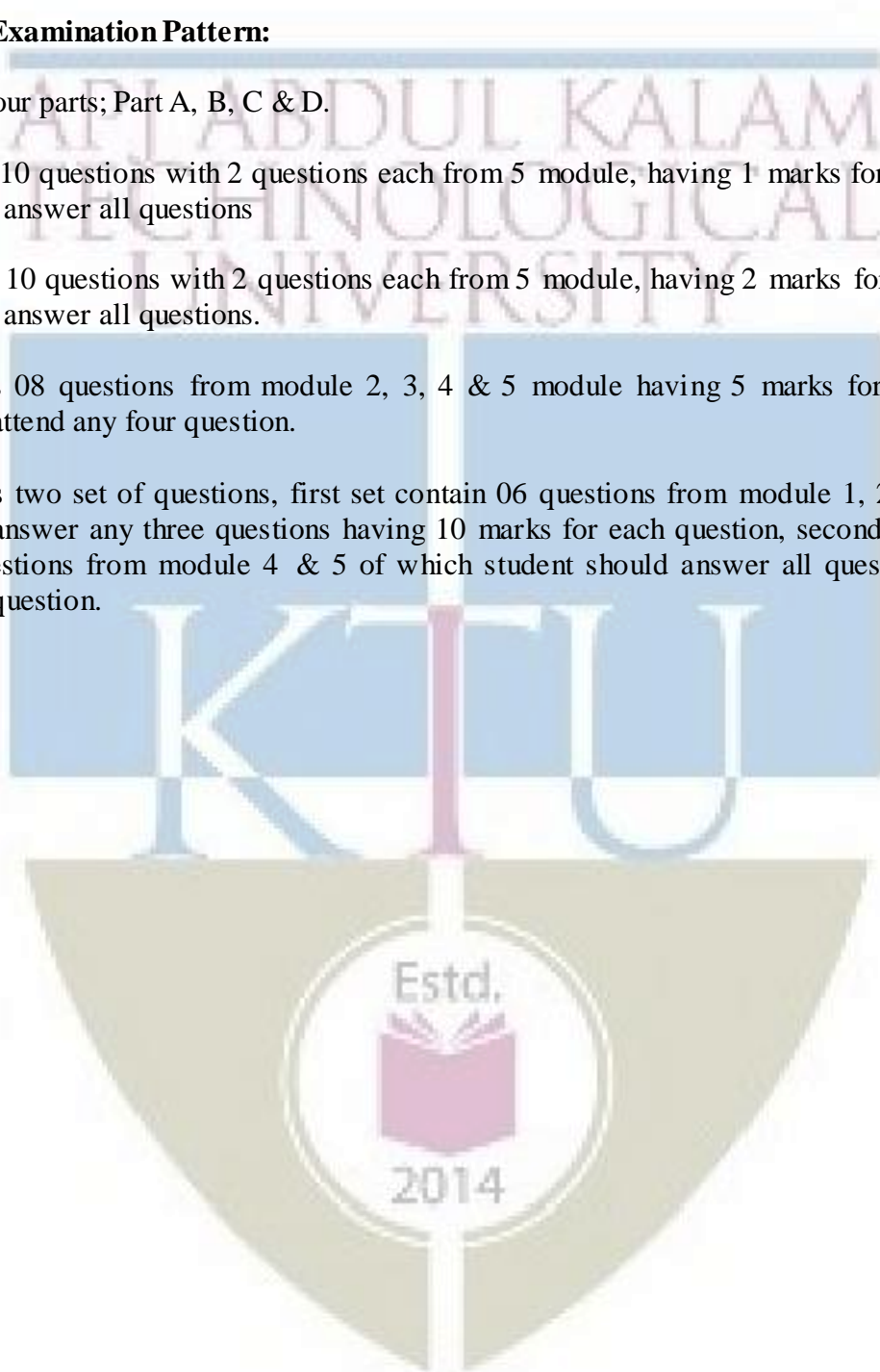
There will be Four parts; Part A, B, C & D.

Part A contains 10 questions with 2 questions each from 5 module, having 1 marks for each question. Students should answer all questions

Part B Contains 10 questions with 2 questions each from 5 module, having 2 marks for each question. Students should answer all questions.

Part C Contains 08 questions from module 2, 3, 4 & 5 module having 5 marks for each question. Student should attend any four question.

Part D Contains two set of questions, first set contain 06 questions from module 1, 2 & 3 of which student should answer any three questions having 10 marks for each question, second set of question contains 02 questions from module 4 & 5 of which student should answer all questions having 10 marks for each question.



RegNo.: _____

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APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
Seventh semester BHMCT Degree Examinations model question paper

Course Code: BCGT407
BUSINESS LAW & CORPORATE GOVERNANCE

Max.Marks: 100

Duration:3 hours

PART-A

Answer all questions, each carry 1 mark.

(10X1= 10)

1. The law enacted in the year 2006 overriding all the main acts prevailing in food industry is.....
2. Minimum number of persons required to constitute a partnership firm is
3. Qualification required to be appointed as the presiding officer of National Tribunal under Industrial Disputes Act is that he is or has been
4. Minimum number of members required to register a trade union under Trade Union Act is
5. The food that has not been standardized is called Food
6. The liability of a partnership firm is
7. Indian Partnership Act is based on the Partnership act
8. No person employed under public utility service shall go on strike without giving prior notice of weeks
- 9.....partners lend only his name and reputation for the benefit of the firm
10. Food safety license is given byadministered by the Ministry of Health& Family Welfare

PART-B

Answer all questions, each carries 2 marks

(10X2=20)

11. How musical license can be obtained for playing music in your restaurant ?
12. Define Partnership?
13. What is meant by partner by estoppels?
14. Write any two difference between Food Safety& Standard Act and Prevention of Food Adulteration Act ?
15. What are the different types of partnership, explain?
16. What are the penalties prescribed under Industrial Disputes Act for illegal strike?
17. Define Corporate Governance?
18. Write about the mode of registration of Trade unions?
19. What is meant by wages under The Payment of Gratuity Act?
20. What is public liability Insurance?

PART-C

Answer any four questions, each carries 5 marks

(4X5=20)

21. What are the general requirements for labeling of food products ?
22. What are the different types of partners under partnership Act, explain?
23. Explain strike and lockout and enumerate the instances when the strike and lockout becomes illegal?
24. Write about the wages paid for overtime under Factories Act?
25. Explain the liability of employer for compensation of workmen under Workmen Compensation Act?
26. What were the main laws prevailed before the enactment of Food Safety & Standard Act, 2006 ?
27. What are the core concept of corporate governance?
28. Explain the instance were reconstitution of Partnership firm takes place?

PART-D

Answer any three questions, each carries 10 marks

(3x10=30)

29. What are the different types of licenses & Insurances required to operate Hotels, restaurants etc and how they can be obtained?
30. What are different types of benefits available under Employees State Insurance Act?
31. Explain the importance and needs of ethics and values in corporate governance?
32. What are the important rights , duties, liabilities and authorities given to partners under Partnership Act?
33. What are the powers of inspectors under Factories Act?
34. What are the rights and liabilities of registered trade unions under the Trade Unions Act?

Answer all questions, each carries 10 marks

(2x10=20)

35. What are the different types of Authorities constituted under Industrial Disputes ct and explain their purpose, constitution, appointment, eligibility etc...?
36. What are the modes of dissolution of a partnership firm and explain the effects of dissolution?

DISASTER MANAGEMENT			
Course code: DMT407		Semester- VII	
Duration: 45hrs		Maximum mark:100	
Teaching Scheme Theory : 3hrs /week Credit : 3		Examination Scheme Internal Exam: 15 Marks Tutorial/Assignment/Mini Project/Record:15 Marks End Semester Exam: 70 Marks	
Sl No	Topic	Hours	Weightage %
01	Introduction to Disasters - Concepts, and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks)	05	20%
02	Disasters - Classification, Causes, Impacts (including social, economic, political, environmental, health, psychosocial). Differential impacts- class, gender, age, location, disability, Global trends in disasters, urban disasters, pandemics, complex emergencies, Climate change.	10	20%
03	Approaches to Disaster Risk reduction Disaster cycle - Analysis, Phases, Culture of safety, prevention, mitigation and preparedness community based DRR, Structural- non-structural measures, roles and responsibilities of community, Panchayati Raj, Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre, and other stake-holders.	10	20%
04	Inter-relationship between Disasters and Development - Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources.	10	20%
05	Disaster Risk Management in India - Hazard and Vulnerability, profile of India, Components of Disaster Relief, Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation.	10	20%
	Total	45	100%

Reference books

1. Alexander David, Introduction in 'Confronting Catastrophe', Oxford University Press, 2000
2. Andharia J. Vulnerability in Disaster Discourse, JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008 Blaikie P., Cannon T, Davis I, Wisner B 1997.
3. At Risk Natural Hazards, Peoples' Vulnerability and Disasters, Routledge. Coppola P Damon, 2007. Introduction to International Disaster Management, Carter, Nick 1991.
4. Disaster Management: A Disaster Manager's Handbook. Asian Development Bank, Manila Philippines. Cuny F. 1983.
5. Development and Disasters, Oxford University Press. Document on World Summit on Sustainable Development 2002

Continuous Internal Evaluation Pattern

Continuous Assessment Test (2 numbers) : 15 marks

Tutorial/Assignment/Mini Project/Record : 15 marks

End Semester Examination Pattern:

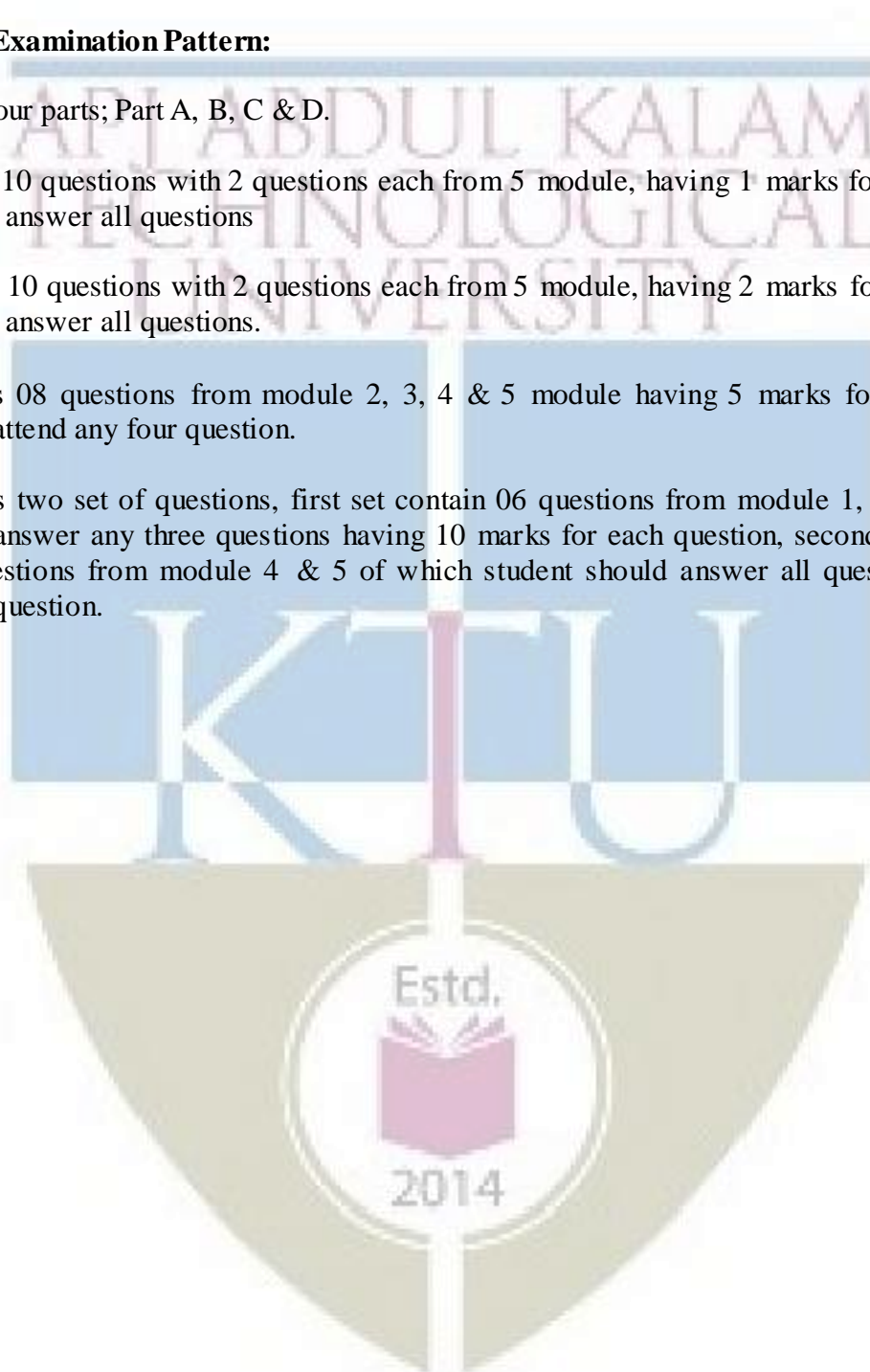
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APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
Seventh semester BHMCT Degree Examinations model question paper

Course Code: DMT 407**Course Name: DISASTER MANAGEMENT**

Max. Marks: 100

Duration: 3 Hours

PART A*Answer all questions, each carries 1 mark.*

(10x1=10)

1. NDRF stands for_____
2. Two examples for meteorological disaster_____, _____
3. _____is a situation where a threat to life , health and environment.
4. _____is an example of man-made disaster.
5. Expand HIRA_____
6. Indonesian Tsunami occurred in which year_____
7. Two main policy adaptation to climate change are mitigation and _____
8. PRI stands for_____
9. _____&_____are cyclone prone region of India
10. _____is a key component in community level disaster management plan

PART B*Answer all questions, each carries 2 marks.*

(10x2=20)

11. Define Disaster with few examples
12. Give short note on natural disaster with an example
13. Explain complex emergencies
14. List two roles of PRI/ULB
15. What do you mean by disaster resilience
16. Write short note on Geophysical disaster.
17. What do you mean by Disaster Mitigation?
18. What are greenhouse gases how do they affect climate
19. Industrial disaster explain with an example in India
20. Write short note on Preparedness.

PART C*Answer any four questions, each carries 5 marks.*

(4x5=20)

21. What are the criteria to be classified as disaster
22. Write short note on vulnerability.
23. Explain the various effects of climate change.
24. What is SDMA, write their roles and responsibilities.
25. Explain any three impacts of Disaster.
26. What are the various principles of Disaster management?
27. Write notes on relation with disaster and development
28. List down the significance of DM act 2005

PART D*Answer any three questions, each carries 10 marks.*

29. Explain the environmental impacts of development projects. (3x10=30)
30. List down the difference between Hazard and Disaster.
31. Write an essay on impact of Disaster.
32. Write notes on Disaster Risk Reduction
33. Explain Structural measures during cyclone.
34. Explain the classification of disaster with examples.

Answer all questions, each carries 10 marks

35. Explain the phases of Disaster management with a diagram (2x10=20)
36. Write an essay on Hazard and vulnerability profile of India.

ENTREPRENEURSHIP DEVELOPMENT			
Course code: EDT407		Semester- VII	
Duration: 45hrs		Maximum mark:100	
Teaching Scheme Theory : 3hrs /week Credit : 3		Examination Scheme Internal Exam: 15 Marks Tutorial/Assignment/Mini Project/Record: 15 Marks End Semester Exam: 70 Marks	
Sl No	Topic	Hours	Weightage %
01	Entrepreneurship - Importance and growth, characteristics and qualities of entrepreneur, role of entrepreneurship, ethics and social responsibilities;	05	20%
02	Entrepreneurship development - Assessing overall business environment; Overview of Indian social, political and economic systems and their implications for decision making by individual entrepreneurs; Opportunities for Entrepreneurs in India and abroad. Start-up India, Stand up India, National Skill Development Program SWOT analysis, generation, incubation and commercialization of ideas and innovation.	10	20%
03	Entrepreneurial ideation and decision process - Incubation procedures and processes, Business plan preparation, DPR preparation. Managing Finance and Growth- Sources of capital, Venture capitalists, Angel Investors, Crowd Funding, Institutional financial assistance- Role of Financial Institutions and Commercial Banks for loans and financial controls.	10	20%
04	Developing the organizational capabilities for growth - Develop strong leadership capabilities, ability to delegate and manage key leadership tasks, Streamline operations and organizational design to accommodate growth, Implement new and effective approaches to marketing and communication for customers, suppliers, and employees, Acquire new resources for strategic growth: executive hires.	10	20%
05	Government schemes and incentives - Government policy on small and medium enterprises (SMEs)/SSIs; Export and import policies relevant to food processing sector; Contract farming and joint ventures, public private partnerships; Overview of food industry inputs; Characteristics of Indian food processing industries and export; Social responsibility of business	10	20%
	Total	45	100%

Reference books

1. Kuratko & Hodgetts, Entrepreneurship in The New Millennium, Cengage learning, 2009.
2. Vasant Desai: Small scale Industries and Entrepreneurship, Himalaya Publishing House, 2009.
3. Dollinger M. J., Entrepreneurship strategies and resources, Pearson Education, New Delhi 2006
4. N. P. Sreenivasan and C. B. Gupta, Entrepreneurial development, Sulthan chand and Sons
5. Vasanth Desai "Dynamics of Entrepreneurial Development and Management", Himalaya Publishing House, 2011

6. S.S. Khanka "Entrepreneurial Development", S. Chand & Company Ltd., 2001
7. Bhide Amar V., "The Origin and Evolution of New Business", Oxford University Press, 2000.
8. A. Sahay, V. Sharma, Entrepreneurship and New Venture Creation, Excel Books, 2008
9. P. Sarvanavel, "Entrepreneurship development-Principles, policies and programmes", Ess Pee Kay Publishing House
10. Dr. S. Moharana and Dr. C. R. Dash, "Entrepreneurial Development" RBSA Publishers, Jaipur
11. S. B. Srivastava, "A practical guide to Industrial Entrepreneurs", Sultan Chand and sons

Continuous Internal Evaluation Pattern

Continuous Assessment Test (2 numbers) : 15 marks
Tutorial/Assignment/Mini Project/Record : 15 marks

End Semester Examination Pattern:

There will be Four parts; Part A, B, C & D.

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Reg.No.....

Name.....

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
Seventh Semester BHMCT Degree Examination model question paper

Course Code: EDT407

Course Name: ENTREPRENEURSHIP DEVELOPMENT

Max.Marks: 100

Duration: 3Hrs

PART A

Answer all questions, each question carries 1 mark

1. The person having innovative thinking capability is ----- (10x1=10)
2. The main two characteristics of the entrepreneur is----- & -----
3. The entrepreneur is the main person behind -----system of a country.
4. S in SWOT stands for -----
5. NSDP stands for -----
6. DPR is -----
7. Angel Investor is -----
8. The business incubation process is essential for an.....
9. SME stands for-----
10. SSI is the short form of -----

PART B

Answer all questions, each question carries 2 marks

11. Who is an entrepreneur? (10x2=20)
12. List various skills of an entrepreneur
13. Entrepreneurship development- Explain
14. Describe DPR preparation
15. Write short notes on “Venture capitalists”
16. Explain the Crowd Funding

17. Develop strong leadership capabilities- Describe.
18. Characteristics of Indian food processing industries
19. Name any one entrepreneur with the relevant area.
20. Why entrepreneurs are important for a country

PART C

Answer any four questions, each question carries 5 marks

21. What are the main qualities of entrepreneur (4x5=20)
22. Explain ethics and social responsibilities of an entrepreneur
23. Discuss the Opportunities for Entrepreneurs in India
24. What do you understand by business plan preparation?
25. Institutional financial assistance-Explain
26. Explain the relevance of ability to delegate and manage key leadership tasks
27. Discuss the contract farming and joint venture
28. What are the various social responsibility of business?

PART D

Answer any three questions, each question carries 10 marks

29. Entrepreneurship - Importance and growth-Explain (3x10=30)
30. Explain-Stand up India
31. Entrepreneurial ideation and decision process
32. How acquire new resources for strategic growth are useful for entrepreneur
33. Explain the government schemes and incentives for entrepreneur
34. What is the overview of food industry inputs

Answer all questions, each question carries 10 marks

35. Prepare an exclusive interview with an entrepreneur (2x10=20)
36. With suitable illustration how a entrepreneur in food industry can be molded?

FACILITY PLANNING			
Course code: FPLNT407		Semester- VII	
Duration: 30hrs		Maximum mark:100	
Teaching Scheme Theory : 2hrs /week Credit :2		Examination Scheme Internal Exam: 15 Marks Assignment/ Quiz/Mini Project:15 Marks End Semester Exam: 70 Marks	
Sl No	Topic	Hours	Weightage %
01	Hotel design considerations-Site selection, Layout-types, design, Appearance, suitable materials, workmanship, financing, Management support	05	20%
02	Planning considerations- Flow process charts, Flow diagrams, systematic layout planning (SLP), Procedure for determining space - guest room/ public facilities, support facilities & services, internal roads/budget hotel/5 star hotel Architectural consideration-carpet area plinth area and super built area, reading of blue print (plumbing, electrical, AC, ventilation, FSI, FAR, public Areas), operating areas in budget type/5 star type hotel, other operating areas per guest room. construction cost and estimation- water/electrical load, gas, ventilation Star Classification of Hotels-Criteria for Star classification -1, 2, 3, 4 & 5 star deluxe category.	07	20%
03	Kitchen layout & design-Equipment requirement for commercial kitchen- Heating - gas/electrical- Cooling (for various catering establishment), Kitchen equipments-specifications, Planning of support services-pot wash, wet grinding, chef room, larder, store & other support facilities. Principles of kitchen layout and design-Factors that affect kitchen design, Types of kitchen and dimensions , Kitchen equipments ,Flow of work, Space allocation, , manufacturers and selection, Layout of commercial kitchen -types, Budgeting for kitchen equipment	07	20%
04	Stores – layout and design- dry, cold and bar, Various equipments of the stores, Types of storage, Work flow in stores Energy conservation-Importance, Methods of conserving energy in hotels, Energy conservation program.	05	20%
05	Safety in hotels-accident causes, accident control and prevention ,Fire safety- fire prevention and control, fire extinguishers, General safety rules in hotels Planning for physically challenged-Introduction, Planning of area - Parking , Entrance, Lobby and Restaurant	06	20%
	Total	30	100%

Reference Books

1. Hospitality Facilities Management and Design BY David M. Stipanuk, Harold Roffmann
Published: Educational Institute, AHMA
2. The Management of Maintenance and Engineering Systems in the Hospitality Industry By
Frank D. Borsenik & Alan T. Stutts Published John Willey & Sons Inc.
3. NY Hotel Facility Planning by Tarun Bansal, Oxford University Press
4. Hotel Facility Planning: Hotel Facility Planning Book by Tarun Bansal
5. The New Catering Repertoire, Vol. I, H.L. Cracknell & G. Nobis

Continuous Internal Evaluation Pattern

Continuous Assessment Test (2 numbers) : 15 marks
Tutorial/Assignment/Mini Project/Record : 15 marks

End Semester Examination Pattern:

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APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
Seventh semester BHMCT Degree Examinations model question paper

Course Code:FPLNT407

CourseName:FACILITY PLANNING

Max.Marks:100

Duration:3 Hours

PART A

Answer all questions, each carries 1 mark.

(10X1=10)

1. Expand SLP
2. Bains-Marie
3. Energy Audit
4. Storage
5. Temperature required for storing meat and poultry is
6. Write about Larder Storage
7. Hotel Design
8. Parallel Parking
9. Expand CPM
10. Expand PERT

PART B

Answer all questions, each carries 2marks.

(10X2=20)

11. What is food Cutters?
12. What is salamander?
13. Explain Chef's lader
14. Write 2 points for energy conservation
15. What is critical path?
16. Write 2 points for energy saving in sanitation
17. Write 2 points that need to be specially designed for hearing impaired.
18. Write the temperature requirement for: (i)Fish & Seafood (ii) Ice cream
19. Explain Wet grinding area
20. List 3 duties of storekeeper

PART C

Answer any four questions, each carries 5marks.

21. Give the fundamentals of layout planning (4x5=20)
22. List the general terms, conditions required for the approval of hotel at project level for applying for classifications.
23. List the factors of pre-design and design phase.
24. What is the operation process chart?
25. Explain the principles of kitchen layout and design.
26. What are the factors to be considered while planning of various supporting services?
27. List all the factors of classifying a hotel 1.2.3.4 & 5 star.
28. What is the flow process and flow of materials?

PART D

Answer any three questions, each carries 10marks.

29. List the methods of conserving energy in different areas of hotel (3x10=30)
30. What are the different ways in which equipment specification can be written? Explain
31. How will you develop the standards for Kitchen equipment?
32. Explain the concepts of layout of a commercial kitchen.
33. With help of neat diagram explain the systematic layout planning pattern.
34. Write a short note on car parking

Answer all questions, each carries 10marks.

35. How will you develop and implement energy conservation programs for a hotel? (2x10=20)
36. List all the factors to be considered while planning the facility for differently abled guest.

Estd.

2014

HOSPITALITY MARKETING			
Course code: HMART407		Semester- VII	
Duration:30hrs		Maximum mark:100	
Teaching Scheme Theory : 2hrs /week Credit : 2		Examination Scheme Internal Exam: 15 Marks Tutorial/Assignment/Mini Project/Record:15 Marks End Semester Exam: 70 Marks	
Sl No	Topic	Hours	Weightage %
01	Introduction to hotel marketing- nature and scope, difference (marketing and selling), Hotel marketing, Changing role of Hotel marketing, Features of Hospitality marketing, Customer expectation from Hospitality services, Classification of Hotel industry.	06	20%
02	Market segmentation - Organisational customer segment, Travel Market, Incentive markets, Convention market, Services marketing, basic difference between goods and services and their marketing, Marketing Mix in services marketing (7 P's),	06	20%
03	Types of services Product - Front Office & Accommodation, food and Beverage, Value added products, recreation & health, Shops, car rental service. Services pricing policy - Approaches, Methods, Factors influencing pricing policy, Promotion, Advertising, sales promotion, personal selling publicity, Communication process in services promotion, Public relations in hotel industry, Place (distribution), Agents and brokers	06	20%
04	Role of Employees in Service - Delivery, Relationship marketing. Physical evidence, Employee dress, Aesthetics, Tangible Equipment Process of service delivery, Steps in service delivery, Level of customer involvement.	06	20%
05	Consumer Behaviour in hotel industry - Customer expectations, Post purchase evaluation, Types of service expectations, Factors influencing customer expectations.	06	20%
	Total	30	100%

Reference Books

1. Services marketing – Zeital Valerire – A and Mary Jo Baiter publisher Megraw Hill companies
2. Delivery quality service: Zeithmal, Pasasuraman and Bitner Publisher, New York, Free press
3. Services marketing – The Indian experience by Ravi Shankar publisher, south Asia publications, Delhi
4. Services marketing S. M Jha Publisher, Himalaya publications
5. Marketing for hospitality industry – Roberts
6. Service marketing – Wood Ruffe Helen publisher Macmillan
7. Strategic hotel and motel marketing – Hart & Troy
8. Service marketing – Love, Lock, Christopher II
9. Marketing leadership in Hospitality by Robert Lewis and Richard Chambers.
10. Foundation and practices Marketing of Services – Strategies for Success, Harsh V. Verma, Professional Managers' Library, Global Business Press

Continuous Internal Evaluation Pattern

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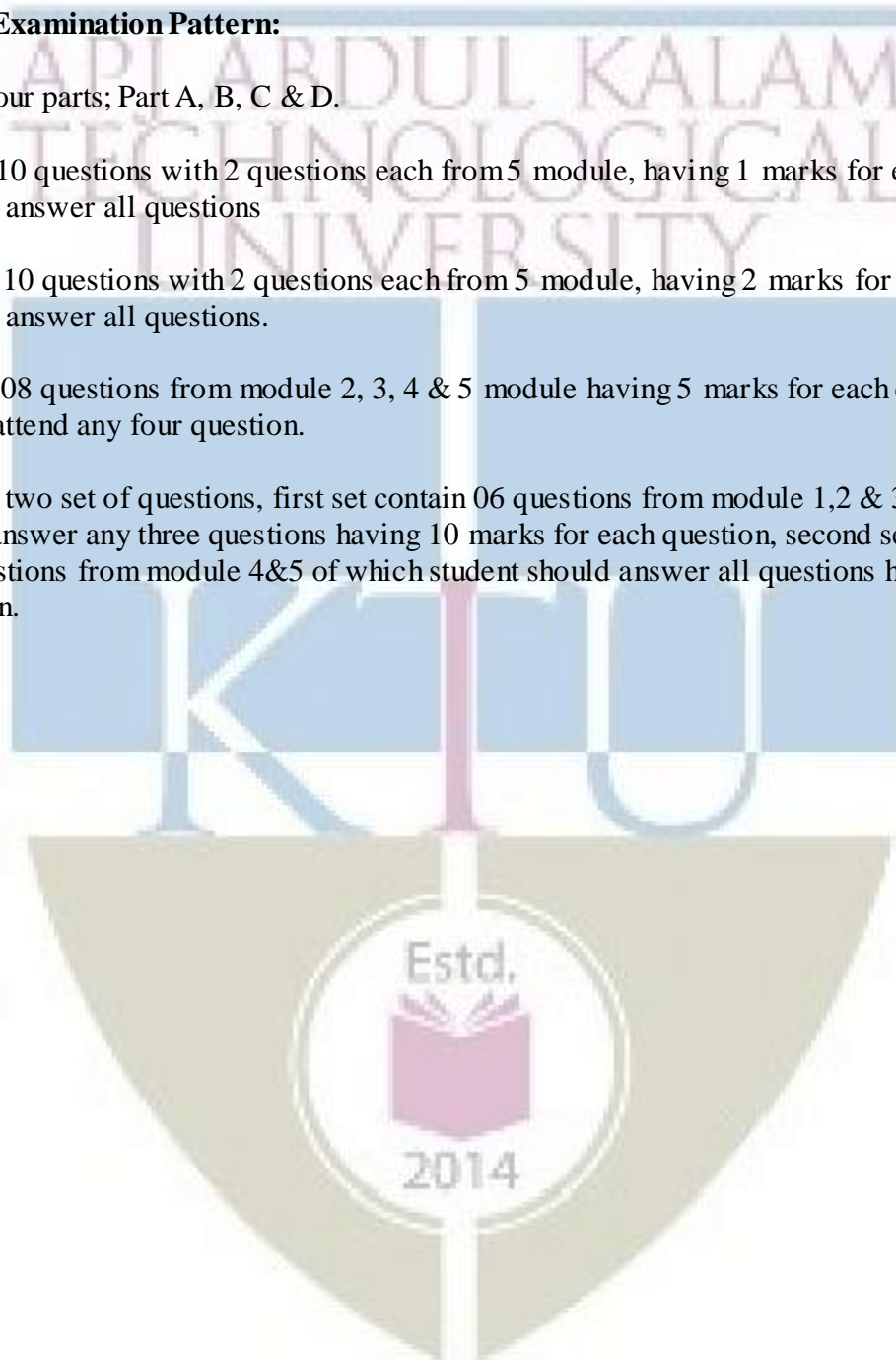
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APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
 Seventh Semester BHMCT Degree Examinations model question paper

Course Code: HMART407

Course Name: HOPITALITY MARKETING.

Max. Marks: 100

Duration: 3 Hours

PART A

Answer all questions, each carries 1 mark.

(10x1=10)

1. Hotels Situated near Aiport, Bus stand, Railway Station, Sea port are called _____
2. Customer service provided by the company to its end customers are called _____
3. _____ Marketing is the collective term given to marketing strategies that are used Within travel industry
4. B2B stands for _____
5. Products which customers don't seek, because they don't know they need them are called _____
6. MICE stands for _____
7. Who is the Head of Sales and Marketing Team in a Hotel?
8. Hotels less than 100 rooms are called _____
9. Name 2 value added service in hotels?
10. _____ starts with building a quality network and makes sure you serve your guests first

PART B

Answer all questions, each carries 2 marks.

(10x2=20)

11. What is Hotel Marketing?
12. What are the customer expectations from Hospitality service?
13. Differentiate goods and services?
14. What is Travel Market?
15. What are the service products in Front Office and Housekeeping?
16. Explain personal selling publicity?
17. What is the role of employees dress code in Marketing?

18. What are the steps in service delivery?
19. What are the types of service expectations in Hotels?
20. What are the factors affecting Consumer Behaviour?

PART C

Answer any four questions, each carries 5 marks.

(4x5=20)

21. Explain service Marketing?
22. What is the basic difference between Marketing & Selling?
23. What are the factors influencing Pricing Decisions
24. Briefly explain Relationship Marketing
25. Define Convention Market
26. Write a short note on nature and scope of Hotel Marketing.
27. List the importance of Post Purchase Evaluation
28. Explain Market Segmentation?

PART D

Answer any three questions, each carries 10 marks.

(3x10=30)

29. Explain the process of Service Delivery?
30. What are the factors influencing customer expectation in Hotels?
31. Explain the role of employees in service delivery and relationship marketing?
32. Draw the hierarchy of Sales and Marketing Team in a Hotel?
33. What are the features of Hospitality Marketing?
34. Explain how does market segmentation affect Hotel Marketing?

Answer all questions, each carries 10 marks

(2x10=20)

35. Explain the 7Ps in Service Marketing?
36. Explain the Classification of Hotel Industry?

PROFESSIONAL ELECTIVE - EVENT MANAGEMENT			
Course code: PELT407		Semester- VII	
Duration: 30hrs		Maximum mark:100	
Teaching Scheme Theory : 2hrs /week Credit :2		Examination Scheme Internal Exam: 15 Marks Tutorial/Assignment/Mini Project/Record:15 Marks End Semester Exam: 70 Marks	
Sl No	Topic	Hours	Weightage %
01	The events business - Definition and frame work, Categories and typologies, Historical context and precedence, Characteristics of events.	05	20%
02	The market demands of events - Introduction, Size and scope of the event, Determinants and motivation, The structure of demand for event	05	20%
03	Supply and suppliers – Introduction, structure of event service -public sector, Companies and their duties, Voluntary bodies, committees and individuals	05	20%
04	Managing events – Introduction, Getting organized, Event feasibility (finding and testing an idea), screening process, Progressing the idea Event planning- Introduction, planning process, Objectives, environmental search and information gathering, Demand and operational planning, Financial planning, Marketing planning	10	20%
05	Logistics and Ambience –Introduction, Finding the venue Logistics (supplies, transport and distribution), Catering, Drink services, Backdrop and staging, Lightening, Sound and communication, Amenities and cleaning, Creating the ambience. Marketing and public relations for events- Introduction, target market, influence the target market, Marketing for a new event	05	20%
	Total	30	100%

Reference Books

1. Event Management, Purnima Kumari, Anmol Publishers
2. Event Management for Tourism, Der Wagen, Pearson
3. Successful Event Management, Shone A., Cengage Learning
4. Modern Cookery for Teaching & Trade, Ms. Thangam Philip, Orient Longman
5. Event Planning: Management & Marketing for Book by Alex Genadinik

Continuous Internal Evaluation Pattern

Continuous Assessment Test (2 numbers) : 15 marks

Tutorial/Assignment/Mini Project/Record : 15 marks

End Semester Examination Pattern:

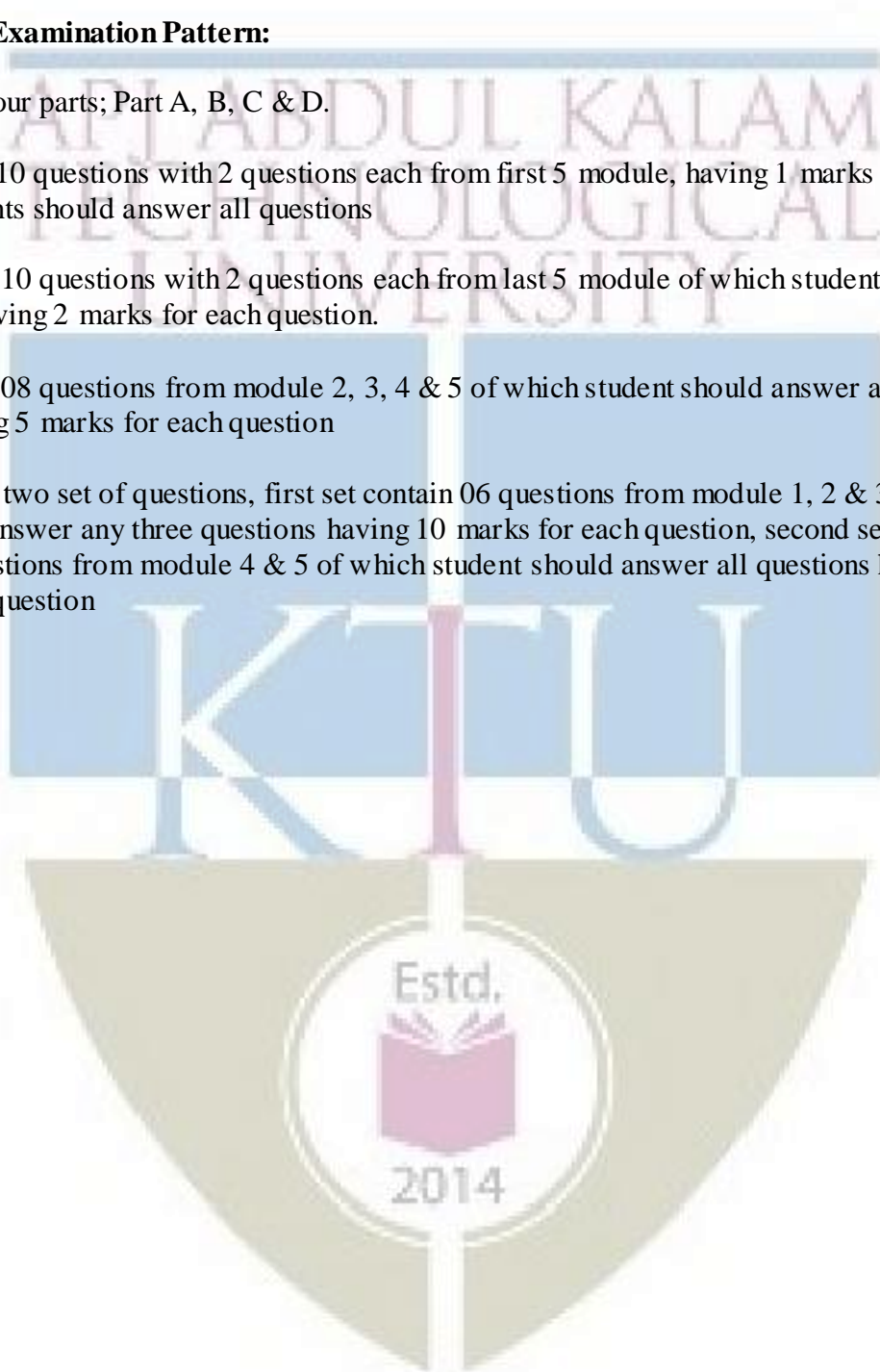
There will be Four parts; Part A, B, C & D.

Part A contains 10 questions with 2 questions each from first 5 module, having 1 marks for each question. Students should answer all questions

Part B Contains 10 questions with 2 questions each from last 5 module of which student should answer all questions having 2 marks for each question.

Part C Contains 08 questions from module 2, 3, 4 & 5 of which student should answer any four questions having 5 marks for each question

Part D Contains two set of questions, first set contain 06 questions from module 1, 2 & 3 of which student should answer any three questions having 10 marks for each question, second set of question contains 02 questions from module 4 & 5 of which student should answer all questions having 10 marks for each question



PROFESSIONAL ELECTIVE - INDUSTRIAL CATERING			
Course code: PELT409		Semester- VII	
Duration: 30hrs		Maximum mark:100	
Teaching Scheme Theory : 2hrs /week Credit :2		Examination Scheme Internal Exam: 15 Marks Tutorial/Assignment/Mini Project/Record: 15 Marks End Semester Exam: 70 Marks	
Sl No	Topic	Hours	Weightage %
01	Industrial canteen- Concept and Scope, Factories Act pertaining to Industrial canteens, Management of Canteen, Departmental/ outsourced canteens, Canteen a major welfare measure to employees, Harmony in Canteen – The Four pillar theory.	10	20%
02	Canteen- Layout, Legal obligations, factors to be considered while designing a canteen, Furniture, Kitchen equipments, Service equipments, Cleaning equipments, selection criteria, care and maintenance, Waste disposal.	05	20%
03	Staff and hierarchy in Industrial canteen, Attributes of a canteen staff, Recruitment & Training, Duties and responsibilities of canteen manager and supervisor. Work allocation, Uniform and discipline of canteen employees.	05	20%
04	Menu-Menu planning, Types of canteen menu, Factors to be considered while planning a canteen menu. Dining habits of employees. Portion control.	05	20%
05	Revenue Management- Canteen budget, Factors, Tenders, Purchase procedure, Subsidy, Store intent and costing.	05	20%
	Total	30	100%

Reference Books

1. Industrial Catering by K C Alexander
2. A Taste of India, Madhur Jaffrey, Pavillion
3. Prashad , Cooking with Masters, J. Inder Singh Kalra, Allied
4. The Larder Chef, M.J. Leto & W.H.K. Bode, Butterworth Heinemann
5. Professional-Art Garde Chef's Manager(4thEdition) Frederic H. Semerschmid
6. Professional Pastry Chef, Bo Friberg, John Wile
7. The New Catering Repertoire, Vol. I, H.L. Cracknell & G.Nobis

Continuous Internal Evaluation Pattern

Continuous Assessment Test (2 numbers) : 15 marks

Tutorial/Assignment/Mini Project/Record : 15 marks

End Semester Examination Pattern:

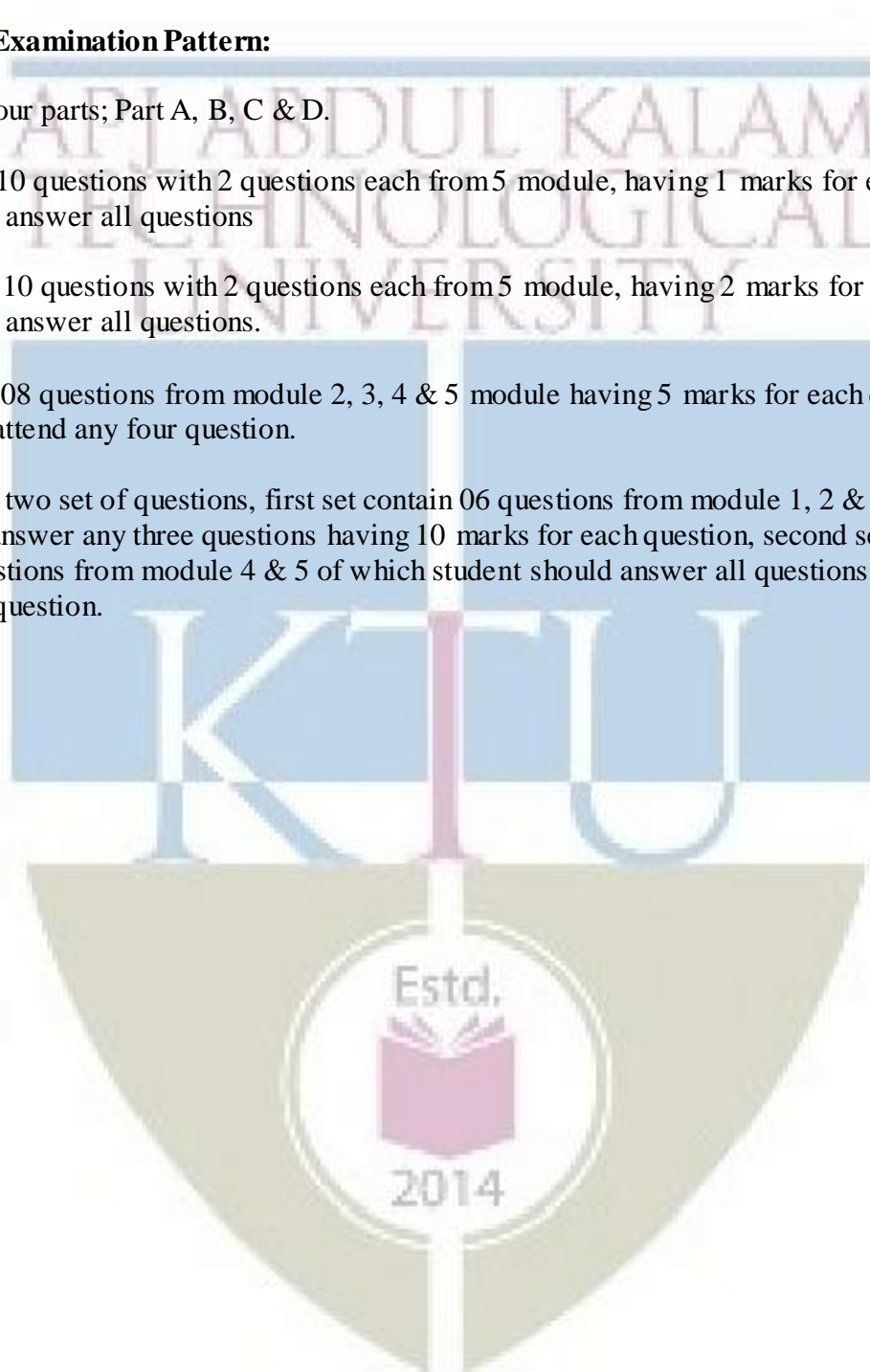
There will be Four parts; Part A, B, C & D.

Part A contains 10 questions with 2 questions each from 5 module, having 1 marks for each question. Students should answer all questions

Part B Contains 10 questions with 2 questions each from 5 module, having 2 marks for each question. Students should answer all questions.

Part C Contains 08 questions from module 2, 3, 4 & 5 module having 5 marks for each question. Student should attend any four question.

Part D Contains two set of questions, first set contain 06 questions from module 1, 2 & 3 of which student should answer any three questions having 10 marks for each question, second set of question contains 02 questions from module 4 & 5 of which student should answer all questions having 10 marks for each question.



RegNo.:_____

Name:_____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
Seventh semester BHMCT Degree Examinations model question paper

Course Code: PELT409
Course Name: PROFESSIONAL ELECTIVE (INDUSTRIAL CATERING)

Max.Marks:100

Duration:3 Hours

PART A

Answer all questions, each carries 1 mark.

1. Welfare catering (10x1=10)
2. Indenting
3. Expand FIFO
4. Portion control
5. Bain-Marie
6. Danger zone
7. Perishable food
8. Tender
9. Salamander
10. Expand HACCP

PARTB

Answer all questions, each carries 2marks.

11. Write down Concept and Scope of industrial canteen (10x2=20)
12. Explain Factories Act pertaining to Industrial canteen
13. List down the equipments used for Portion control
14. Write a short note on care and maintenance of industrial canteen
15. Explain Canteen budgeting
16. Explain Recruitment procedure of a canteen
17. Write down canteen breakfast menu
18. List down Kitchen equipments used in industrial canteen
19. Explain Waste disposal in industrial canteen
20. Explain The Four pillar theory

PARTC

Answer any four questions, each carries 5 marks.

21. Explain training procedure of a industrial canteen (4x5=20)
22. List down Types of canteen menu
23. Explain work allocation in industrial canteen
24. Draw the hierarchy of Industrial canteen
25. List down Kitchen equipments used in industrial canteen
26. Explain Factors affecting Revenue Management in industrial catering
27. Explain Portion control in industrial catering
28. Explain Duties and responsibilities of canteen manager

PART D

Answer any three questions, each carries 10marks.

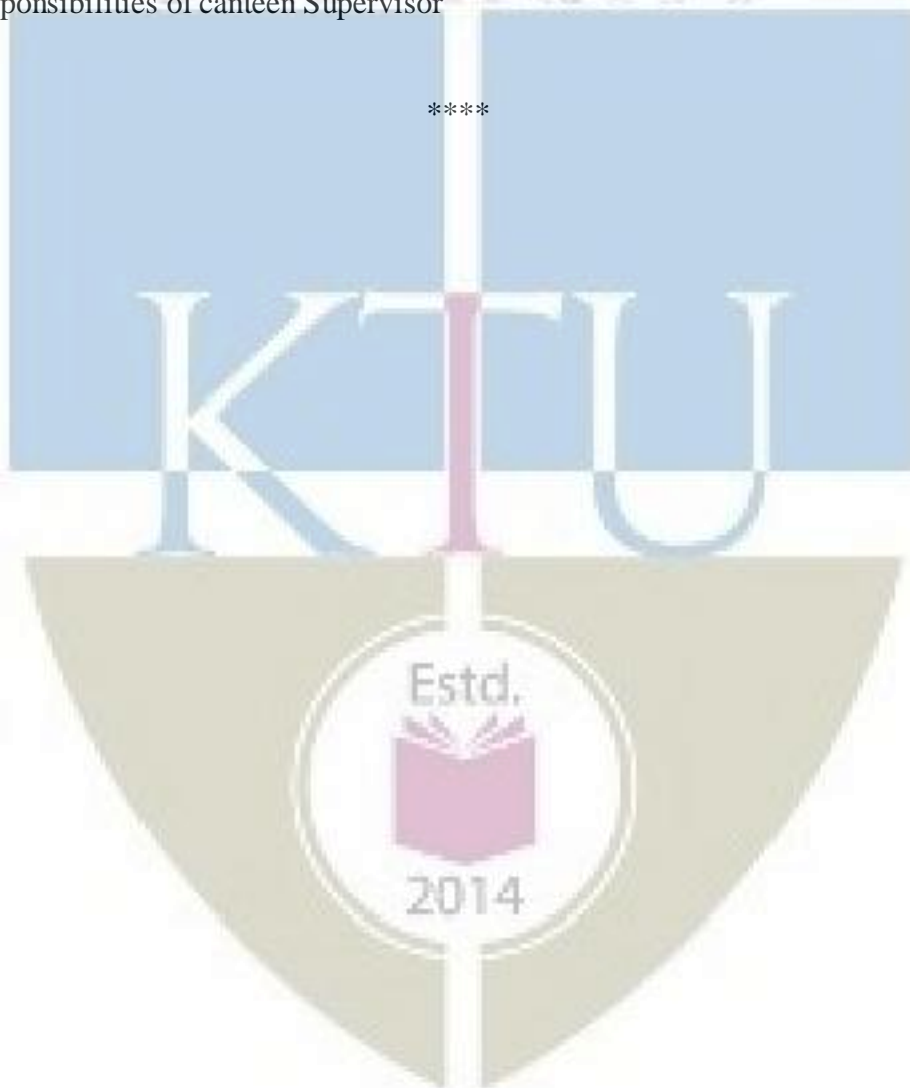
(3x10=30)

29. Write down the Attributes of a canteen staff
30. Explain Factors to be considered while planning a canteen menu
31. Explain Cleaning equipments used in industrial canteen
32. Explain factors to be considered while designing a canteen
33. Write a short note on Revenue Management in industrial canteen
34. Explain Store intent and costing in industrial canteen

Answer all questions, each carries 10marks.

35. Explain Menu planning in industrial canteen
36. Draw a neat layout of industrial Canteen and Explain Duties and Responsibilities of canteen Supervisor

(2x10=20)



OPEN ELECTIVE- INDIAN CLASSICAL CUISINE			
Course code: OELT407		Semester- VII	
Duration: 30hrs		Maximum mark:100	
Teaching Scheme Theory : 2hrs /week Credit :2		Examination Scheme Internal Exam: 15 Marks Tutorial/Assignment/Mini Project/Record: 15 Marks End Semester Exam: 70 Marks	
Sl No	Topic	Hours	Weightage %
01	History of Indian cuisine, foreign influence in Indian cuisines, Geographical influence in regional food habits	05	20%
02	North India cuisine (Awadi, Mughali, Sindhi) South India cuisine (Udupi, Nampoothiri, Mapplia, Syrian Christian, Chettinad)	05	20%
03	East India cuisine (Oriya, Bhojpuri) North East India cuisine (Naga, Tripuri, Sikkim)	05	20%
04	West India (Malvani, Konkani, Parsi, Kutchi) History, influences, ingredients used, method of cooking, courses of menu, etiquettes, special utensils and equipment used.	05	20%
05	Influence of Indian classical cuisines to the world community, Cooking styles and techniques, Ingredients used in Indian cuisine (Especially spices) Onion based gravies, Texture and flavor.	10	20%
	Total	30	100%

Reference Books

1. A Taste of India, Madhur Jaffrey, Pavillion
2. Dastarkhwan-e-Awadh, Sangeeta Bhatnagar & R. K. Saxena, Harper Collins
3. Prashad , Cooking with Masters, J. Inder Singh Kalra, Allied
4. Zaika, Sonya Atal Sapru, Harper Collins
5. Punjabi Cuisine, Premjit Gill
6. Hyderabad Cuisine, Pratibha Karan, Harper Collins
7. Modern Cookery for Teaching & Trade, Ms. Thangam Philip, Orient Longman
8. Wazwaan, Rocky Mohan, Roli & Janssen

Continuous Internal Evaluation Pattern

Continuous Assessment Test (2 numbers) : 15 marks

Tutorial/Assignment/Mini Project/Record : 15 marks

End Semester Examination Pattern:

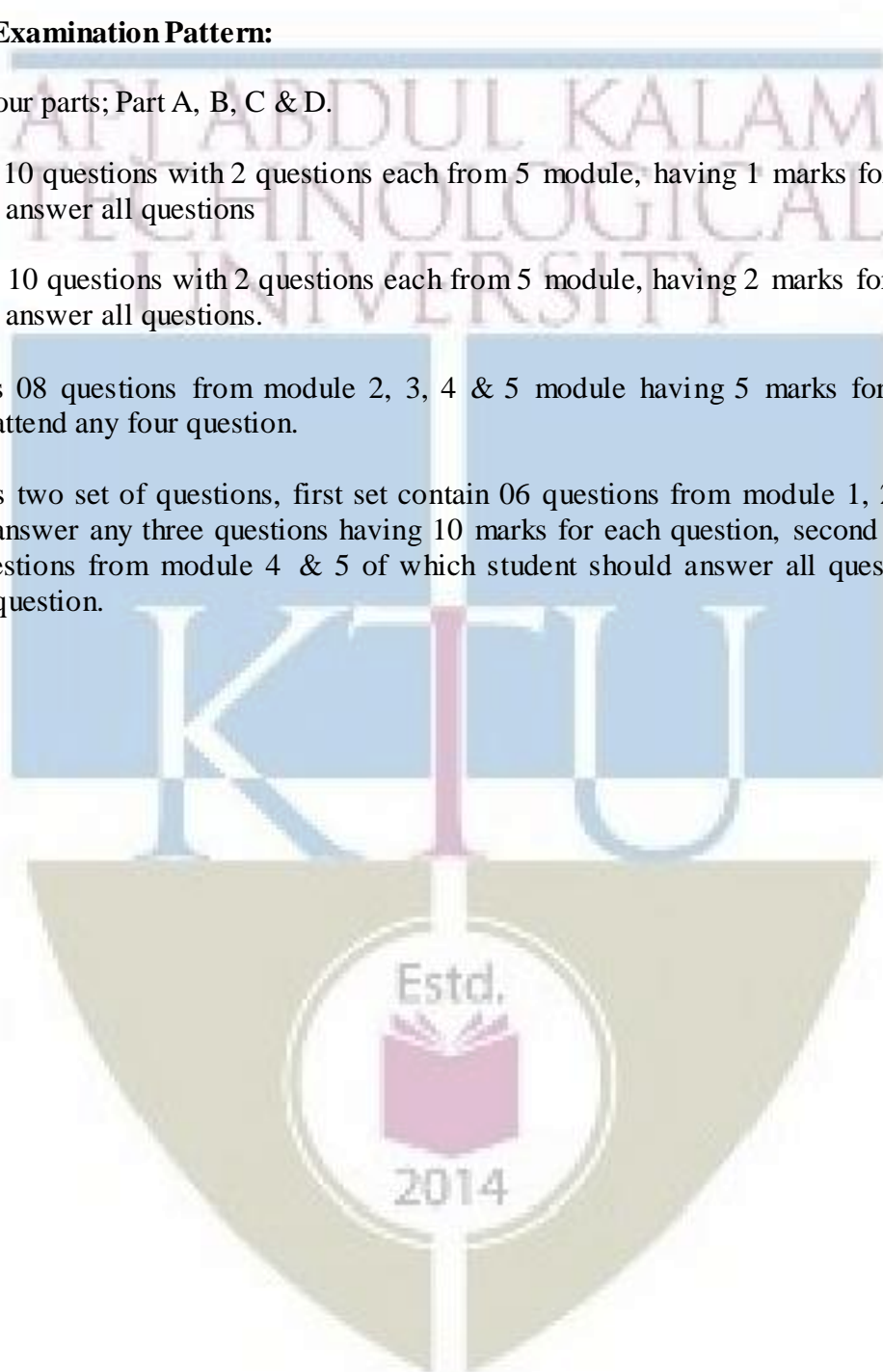
There will be Four parts; Part A, B, C & D.

Part A contains 10 questions with 2 questions each from 5 module, having 1 marks for each question. Students should answer all questions

Part B Contains 10 questions with 2 questions each from 5 module, having 2 marks for each question. Students should answer all questions.

Part C Contains 08 questions from module 2, 3, 4 & 5 module having 5 marks for each question. Student should attend any four question.

Part D Contains two set of questions, first set contain 06 questions from module 1, 2 & 3 of which student should answer any three questions having 10 marks for each question, second set of question contains 02 questions from module 4 & 5 of which student should answer all questions having 10 marks for each question.



RegNo.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
Seventh semester BHMCT Degree Examinations model question paper

Course Code: OELT407

Course Name: OPEN ELECTIVE (INDIAN CLASSICAL CUISINE)

Max.Marks: 100

Duration: 3Hours

PART A

Answer all questions, each carries 1marks.

1. Indian cuisine traced from period. (10x1=10)
2. Indian food is based on the concept of _____
3. Awadhi cuisine belongs to state of India.
4. Indo-Persian cultural cuisine is known as _____
5. _____ is the month of fasting with a meal just before sunrise and just after sunset
6. _____ is a staple food of chettians
7. Cooking medium of Oriya cuisine is _____
8. Bhojpuri cuisine is highly influenced by _____ cuisine
9. Indian term of tempering is known as _____
10. Clay oven fired with charcoal is known as _____

PART B

Answer all questions, each carries 2marks.

11. Write a short note about the relation between ayurveda and Indian cuisine (10x2=20)
12. Give a short description about Arabic influence in Indian cuisine.
13. Define Awadhi cuisine in short words.
14. List five mughlai dishes.
15. Define chettinad cuisine in short words.
16. Write a short note about North East India cuisine.
17. Name the states comes under North East India cuisines.
18. Give a short note about cultural influence on konkani (Goa) cuisine .
19. List the name of fifteen Indian spices

20. Name five basic Indian gravies.

PARTC

Answer any four questions, each carries 5marks.

(4x5=20)

21. Define kebab and five types of kebab.
22. Explain salient features of Mappilai cuisine .
23. Describe Oriya cuisine.
24. Write a short note about five major festivals of India and food related with these festivals .
25. Explain five dishes from kutchi (Gujarati) region.
26. Define Malvani cuisine.
27. Explain makhani gravy with recipe.
28. Describe five Indian cooking techniques.

PARTD

Answer any three questions, each carries 10marks.

(3x10=30)

29. Explain about foreign influence in Indian cuisine.
30. Explain history and geographical influence of Indian cuisine.
31. Write briefly about Sindhi cuisine and Chettinadu cuisine.
32. Explain Nampoothiri cuisine with one festival menu and its preparation method.
33. Describe Bhojpuri cuisine with examples.
34. Explain North East Indian food habits and its geographical influences.

Answer the questions, each carries 10marks.

35. Explain foreign influence in Konkani(Goa) cuisine (2x10=20)
36. Describe four basic Indian gravies with the method of preparation

OPEN ELECTIVE - FAST FOOD CHAIN MANAGEMENT			
Course code: OELT409		Semester- VII	
Duration: 30hrs		Maximum mark:100	
Teaching Scheme Theory : 2hrs /week Credit :2		Examination Scheme Internal Exam: 15 Marks Tutorial/Assignment/Mini Project/Record:15 Marks End Semester Exam: 70 Marks	
Sl No	Topic	Hours	Weightage %
01	Fast food- History, Globalization Concept & formulation, Cost factor F&B merchandising.	04	20%
02	World of Fast food chain- Cuisine Variants, Street vendors Jobs & labor issues, Health issues.	04	20%
03	Service Process- Food & Beverage service operation, Human resource strategy, Menu concept, pricing strategy, recipe standardization, Service and production equipment, Convenience food usages, Hygiene & sanitization standards, Central purchasing process	06	20%
04	Outlet management- Outlet design & décor Children play area	08	20%
05	Event management-Types of events, Cultural, festival.	08	20%
	Total	30	100%

Reference Books

1. Modern Cookery for Teaching& Trade, Ms. Thangam Philip, Orient Longman Wazwaan, Rocky Mohan, Roli & Janssen
2. Theory of catering- Victor cessarani
3. Professional chef-Culinary institute of America
4. Theory of catering- Krishna aurora
5. Modern Cookery for Teaching& Trade, Ms. Thangam Philip, Orient Longman
6. Larousse Gastronomique- Cookery Encyclopedia Paul Hamlyn
7. A Taste of India, Madhur Jaffrey, Pavillion

Continuous Internal Evaluation Pattern

Continuous Assessment Test (2 numbers) : 15 marks

Tutorial/Assignment/Mini Project/Record : 15 marks

End Semester Examination Pattern:

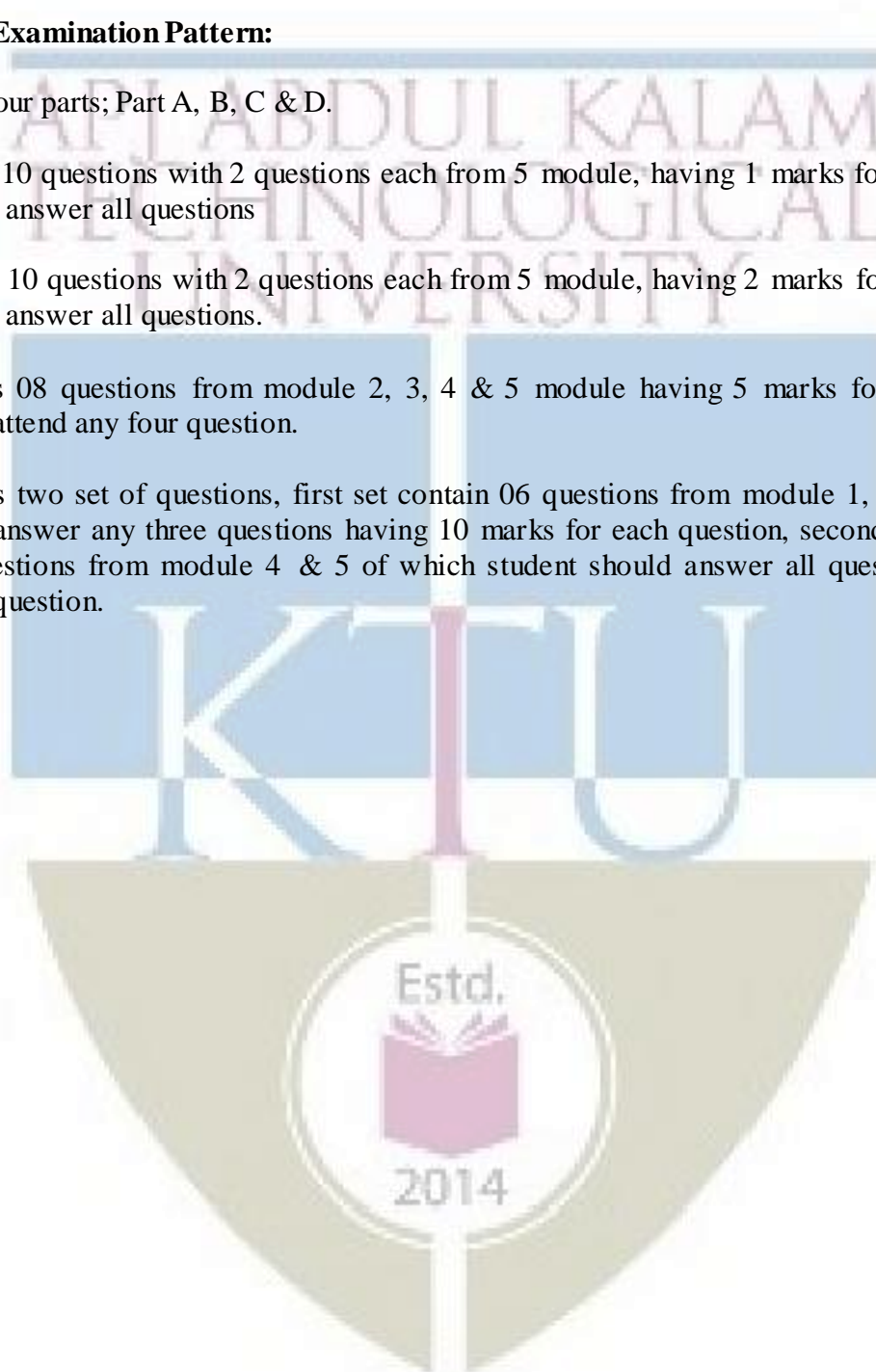
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API ARDUI KALAM
TECHNOLOGICAL
UNIVERSITY

SEMESTER -8



INDUSTRIAL EXPOSURE TRAINING	
Course code: IETP408	Semester :VIII
Teaching Scheme 20 weeks Minimum 08 hours per day and 06 days per week	Maximum Marks:200 Marks
Credit : 15	Evaluation Scheme <i>Industrial Training Report—50 marks</i> <i>Industrial Training Presentation to be made on a core department of choice. —50 marks</i> <i>Industry Appraisal across departments—100 marks</i>
The assessment board for industrial training shall consist of Head of the Dept, Staff advisor, two faculty members from the Dept (one must be of student's core dept) and expert from the industry.	

INDUSTRIAL EXPOSURE TRAINING SCHEME

Industrial Training is an integral part of the curriculum. Student has to undergo industrial exposure training for 20 weeks minimum 08 hours per day and 06 days per week. They will be awarded altogether 200 marks for the industrial training which includes Industrial appraisal 100 marks and Industrial training report & presentation 100 Marks

- 1) For award of 100 marks of IET would be on the basis of feed-back from the industry in a prescribed Performance Appraisal. It will be the students responsibility to get this feed-back/assessment form completed from all the four departments of the hotel for submission to the institute at the end of Industrial Training.
- 2) Responsibilities of institute, hotel, the student/trainee with aims & objectives have been prescribed for adherence.
- 3) Once the student has been selected / deputed for Industrial Training by the Institute, he/she shall not be permitted to undergo it elsewhere. In case students make direct arrangements with the hotel for Industrial Training, these will necessarily have to be approved by the institute. Students selected through campus interviews will not seek Industrial Training on their own.

INDUSTRIAL EXPOSURE TRAINING

Objective of industrial Exposure Training is to provide to students the feel of the actual working environment and to gain practical knowledge and skills, which in turn will motivate, develop and build their confidence. Industrial Training is also expected to provide the students the basis to identify their key operational area of interest.

RESPONSIBILITIES OF THE TRAINEE

1. Should be punctual
2. Should maintain the training logbook up-to date
3. Should be attentive and careful while doing work
4. Should be keen to learn to learn and maintain high standards and quality of work

5. Should interact positively with the hotel staff.
6. Should be honest and loyal to the hotel and towards their training.
7. Should get their appraisals signed regularly from the HODs or training manager.
8. Gain maximum from the exposure given, to get maximum practical knowledge and skills.
9. Should attend the training review sessions / classes regularly
10. Should be prepared for the arduous working condition and should face them positively
11. Should adhere to the prescribed training schedule.
12. Should take the initiative to do the work as training is the only time where you can get maximum exposure.
13. Should on completion of industrial Training, hand over all the reports, appraisal, logbook and completion certificate to the institute.

RESPONSIBILITIES OF THE INSTITUTE

1. Should give proper briefing to students prior to the industrial training
2. Should make the students aware of the industry environment and expectations.
3. Should notify the details of training schedule to all the students.
4. Should coordinate regularly with the hotel especially with the training manager
5. Should visit the hotel wherever possible, to check on the trainees
6. Should sort out any problem between the trainees and the hotel
7. Should take proper feedback from the students after the training
8. Should brief the students about the appraisals, attendance, marks, logbook and training report.
9. Should ensure that change of IT hotel is not permitted once the student has been interviewed, selected and has accepted the offer. .
10. Should ensure trainees procure training completion certificate from the hotel before joining institute.

RESPONSIBILITIES OF THE HOTEL

1. Should give proper briefing session! Orientation / induction prior to commencement of training.
2. Should make a standardized training module for all trainees.
3. Should strictly follow the structured training schedule.
4. Should ensure cordial working conditions for the trainee.
5. Should coordinate with the institute regarding training programme
6. Should be strict with the trainees regarding attendance during training
7. Should check with trainees regarding appraisals, training report, log boom, etc.
8. Should inform the institute about truant trainees
9. Should allow the students to interact with the guest
10. Should specify industrial training “Dos and Don’ts” for the trainee
11. Should ensure issues of completion certificate to trainees on the last day of training