



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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END SEMESTER EXAMINATION – APRIL/MAY 2026

COMMERCE – IV SEMESTER B.COM (TTM)

25BCO46B: HOSPITALITY MANAGEMENT

Time: 3 Hours

Max. Marks: 80

Instruction: Answer should be written completely in English

SECTION – A

1. Answer any **SEVEN** questions. Each question carries **TWO** marks. (7X2=14)
- State any two reasons for seasonal demand in hotel?
 - State any two features of the hospitality industry.
 - What is meant by an airport hotel?
 - What is meant by the Sales and Marketing Department in hotels?
 - Differentiate between European Plan (EP) and Continental Plan (CP).
 - Name any two bodies responsible for the classification of hotels in India.
 - What is meant by a State Tourism Department?
 - Explain how hotel facilities and services influence guest satisfaction.
 - Identify the guest room category suitable for a tourist requesting a room with deluxe amenities and additional facilities.
 - What is meant by a Resort Hotel?

SECTION – B

- Answer any **THREE** questions. Each question carries **EIGHT** marks. (3X8=24)
- Define the Hospitality Industry and explain its scope.
 - Write a note on motels and their role in highway tourism.
 - Describe the features of commercial hotels and residential hotels.
 - Explain the relationship between hotel facilities and overall guest experience.
 - Explain the organizational structure of a hotel and analyze the difference between small and large hotel organization charts.

SECTION – C

- Answer any **THREE** questions. Each question carries **FOURTEEN** marks. (3X14=42)
- Explain how globalization and technological changes have influenced the development of the hospitality industry.
 - Discuss how different departments can support the introduction of technology-based guest services such as mobile check-in and a digital concierge.



9. Describe how different tariff plans and facilities can be combined to design special stay packages for visitors in an accommodation property located near a popular tourist attraction.
10. Discuss the emerging trends in hospitality marketing and explain how these trends influence hotel operations.
11. Discuss how customer feedback systems help hotels continuously improve the quality of their services.

