MODEL QUESTION PAPER
ACHARYA NAGARJUNA UNIVERSITY
B.H.M. :: IV SEMESTER
NUTRITION & FOOD SCIENCE (C.B.C.S.)
* For the batch of students admitted during the academic year 2015-16 only

Max Marks: 75

SECTION – A

Answer any five of the following questions: 5 x 5 = 25 Marks

1. Nutrients
2. Carbohydrates
3. Vitamins
4. Meal Planning
5. Food poisoning
6. Fats
7. Minerals
8. Proteins

SECTION – B

Answer the following questions: 5 x 10 = 50 Marks

9. a) Define Food. What are different types and functions of food.
   (OR)

   b) Explain the classification and functions of nutrients.

10. a) Explain the need for energy and also energy requirements.
    (OR)

   b) Define Fats. Explain the classification of fats.

11. a) Explain the classification, functions and sources of Micro-nutrients.
    (OR)

   b) Explain the classification, functions and sources of Minerals.

12. a) Define balanced diet and its importance. Explain different food groups in meal planning.
    (OR)

   b) Explain the concept of low budget diets with examples.

13. a) Explain different types and causes of food poisoning. How food poisoning can be prevented?
    (OR)

   b) Explain the beneficial effects of microbes in food preparation.

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MODEL QUESTION PAPER
ACHARYA NAGARJUNA UNIVERSITY
B.H.M. :: IV SEMESTER
ADVANCED CULINARY PREPARATION (C.B.C.S.)
* For the batch of students admitted during the academic year 2015-16 only
Max Marks:  75

SECTION – A

Answer any five of the following questions:

1. Asian Cuisine
2. History of European Cuisine
3. Larder
4. Pates & Terrines
5. Sandwiches
6. Recipe Bank
7. Bakery
8. Methods of Marzipan

SECTION – B

Answer the following questions:

9. a) Highlight the salient features of ‘THAI’ cuisine. Plan a six course menu and give the indent for the same for 4 portions.
   (OR)
   b) “Chinese cuisine is the most popular cuisine in the world”. Discuss with emphasizing on the ingredients, specific equipments used and the different methods of cooking.

    (OR)
    b) “Italian cuisine is considered as mother of all cuisines”. Elucidate the statement. Plan a six course menu and give indent for 4 portions.

11. a) Write about the edible and non-edible display elaborating with the example.
    (OR)
    b) Write a short notes on:
       (i) Galantines, Rate’ C terrines
       (ii) Marinades, brines, cunes.

12. a) “Convenience food has changed the way of cooking” Comment along with different types and example of such food used in catering industry.
    (OR)
    b) What do you understand by standardization of recipe, portion, portion control and yield explain.

13. a) Explain the role of icings and toppings in bakery and explain in detail the various types of icings.
    (OR)
    b) Explain the various types of chocolates and their uses in different products with examples.

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MODEL QUESTION PAPER
ACHARYA NAGARJUNA UNIVERSITY
B.H.M. :: IV SEMESTER
EVENT MANAGEMENT (C.B.C.S.)
* For the batch of students admitted during the academic year 2015-16 only

Max Marks: 75

SECTION – A

Answer any five of the following questions: 5 x 5 = 25 Marks

1. Characteristics of an Event Planner
2. Event Audience
3. Crossover events
4. Importance of Checklist in Event Management
5. Emergency Planning
6. Incident Reporting
7. Marketing Event Management
8. Event Planning

SECTION – B

Answer the following questions: 5 x 10 = 50 Marks

9. a) Explain the meaning and importance of Event Management. Discuss the characteristics of an effective Event Planner.

(OR)

b) Explain different types of events. Discuss the importance of event planning.

10. a) Explain the relationship between purpose of Event and Event Planning.

(OR)

b) Explain the importance of audience in Event Planning.

11. a) Explain how do you plan an Event for increasing the sales of a product.

(OR)

b) Explain the social and business aspects of Events.

12. a) What is the importance of “concept” in the process of event planning? How a Brain Storming Session will help concept creation?

(OR)

b) What is the importance of Checklist, Time Frames and Deadlines in Event Management?

13. a) What do you mean by Crowd Management? Discuss the major risks and the methods to overcome them in Crowd Management.

(OR)

b) What is meant by Emergency Planning? Explain its importance in Event Management.

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MODEL QUESTION PAPER
ACHARYA NAGARJUNA UNIVERSITY
B.H.M. :: IV SEMESTER
SALES AND MARKETING MANAGEMENT (C.B.C.S.)
* For the batch of students admitted during the academic year 2015-16 only

Max Marks: 75

SECTION – A

Answer any five of the following questions: 5 x 5 = 25 Marks

1. What are the differences between Sales Management and Marketing Management?
2. What are the characteristics of a service?
3. Explain the concept of Product Mix.
4. What are the steps in setting sales territories?
5. What are different types of Consumers?
7. Explain the importance of discount and rebates.
8. Explain the concept of Publicity.

SECTION – B

Answer the following questions: 5 x 10 = 50 Marks

9. a) Explain the meaning and importance of Sales Management.
   (OR)
   b) Bring out the importance of Psychology in Selling.

10. a) Explain the concept of Marketing Mix.
    (OR)
    b) Explain the increasing importance of Service Marketing.

11. a) Explain difference between Consumer and Industrial goods.
    (OR)
    b) Explain the characteristics of a Good Salesman.

12. a) What is meant by Sales Planning? Explain its importance and limitations.
    (OR)
    b) Explain the factors which determine the size of sales territories.

13. a) Explain the meaning and importance of Consumer Behaviour.
    (OR)
    b) Explain different types of Consumers and their Behaviour.

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MODEL QUESTION PAPER
ACHARYA NAGARJUNA UNIVERSITY

B.H.M. :: V SEMESTER
FOOD & BEVERAGE MANAGEMENT (C.B.C.S.)
* For the batch of students admitted during the academic year 2015-16 only

Max Marks: 75

SECTION – A

Answer any five of the following questions: 5 x 5 = 25 Marks

1. Write about the comparison between Physical & Perpetual Inventory.
2. Explain the procedure of cash control.
3. What are the objectives of Budgetary Control?
4. Explain the concept of Marginal Cost.
5. Write about Statistical Revenue Reports.
6. What are different types of Menu?
7. What are various sales concepts?
8. What is meant by Beverage Control?

SECTION – B

Answer the following questions: 5 x 10 = 50 Marks

9. a) Explain the concept, elements and the classification of cost.

(OR)

b) Explain the importance and techniques of inventory control.

10. a) What are the elements of Beverage Control?

(OR)

b) Explain how BAR Frauds can be controlled.

11. a) Explain Master Budget.

(OR)

b) Explain the importance and the objectives of Break Even Analysis.

12. a) What is meant by Menu Merchandizing? What are different types of Menu?

(OR)

b) Explain the importance and constraints of Menu Planning.

13. a) Explain the concept, importance and types of MIS Reports.

(OR)

b) Explain the importance of Daily Food Cost and Monthly Food Cost.

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MODEL QUESTION PAPER
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B.H.M. :: IV SEMESTER
TOURISM MANAGEMENT (C.B.C.S.)
* For the batch of students admitted during the academic year 2015-16 only

Max Marks: 75

SECTION – A

Answer any five of the following questions: 5 x 5 = 25 Marks

1. 5 A’s of Tourism
2. Tourism & Employment generation
3. Functions of Travel Agency
4. Types of Package Tours
5. IATA
6. Indian Fairs
7. Steps in Itinerary
8. Types of Visa

SECTION – B

Answer the following questions: 5 x 10 = 50 Marks

   (OR)

   b) Write a brief note on Eco Tourism.

10. a) Explain the Primary Constituents of Tourism Industry.
     (OR)

   b) Bring out the impact of Tourism on Foreign Exchange Earnings.

11. a) Explain different types of Tour Operators.
     (OR)

   b) Explain the role, functions and characteristics of guides.

12. a) Explain the major tourist attractions in Andhra Pradesh.
     (OR)

   b) Explain the role and functions of any two important Government Tourism Organizations.

13. a) Explain the major Tourist Attractions in Europe.
     (OR)

   b) Explain the meaning and importance of Itinerary planning. What are various steps in Itinerary planning.

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MODEL QUESTION PAPER
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B.H.M. :: V SEMESTER
FACILITY MANAGEMENT (C.B.C.S.)
* For the batch of students admitted during the academic year 2015-16 only
Max Marks: 75

SECTION – A
Answer any five of the following questions:
1. What are different types of Hotels?
2. Write about a Bar Design.
3. Explain the features of a Good Kitchen.
4. Write about Kitchen Stewarding.
5. What is the importance of Project Management?
6. What are the facilities to be provided for Physically Challenged Guests?
7. What are the features of a good kitchen?
8. Write about Feasibility Report.

SECTION – B
Answer the following questions:
9. a) Explain the important architectural features of a Star category hotel.
   (OR)
   b) Explain the guidelines for approving a Five Star Hotel Project.
10. a) Explain the flow process of Systematic Layout Planning (SLP).
   (OR)
   b) Explain the important points in developing a kitchen plan.
11. a) Explain different types of Food Stores.
   (OR)
   b) Explain the Role of the Store Keeper.
12. a) Explain the importance of Project Management.
   (OR)
   b) What are steps in the development of a Net Work diagram?
13. a) Explain the importance of Special Facilities for Physically Challenged Guests in Hotels.
   (OR)
   b) Explain the facilities provided by any Star Hotel known to you for providing Special Facilities to Physically Challenged Guests.

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MODEL QUESTION PAPER
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B.H.M. :: V SEMESTER
HUMAN RESOURCE MANAGEMENT (C.B.C.S.)
* For the batch of students admitted during the academic year 2015-16 only

Max Marks: 75

SECTION – A

Answer any Five questions of the following.

1. Functions of Human Resource Management
2. Importance of Human Resource Management
3. Human Resource Forecasting
4. Placement
5. On the Job Training
6. External Sources of Recruitment
7. Job Analysis
8. HR Function

SECTION – B

Answer the following questions:

   (OR)
   Explain the Role of HR Executives in Hotels.

10. Explain the changing role of Human Resource in India.
    (OR)
    Explain the impact of globalization on HR function in our country.

    (OR)
    Explain the techniques of Human Resource Forecasting.

12. Distinguish Recruitment from Selection. What are the factors which effect recruitment?
    (OR)
    Explain the stages in the Selection Process.

    (OR)
    Explain various methods of Management Development.

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MODEL QUESTION PAPER
ACHARYA NAGARJUNA UNIVERSITY
B.H.M. :: V SEMESTER
ACCOMMODATION MANAGEMENT (C.B.C.S.)
* For the batch of students admitted during the academic year 2015-16 only

Max Marks: 75

SECTION – A

Answer any five of the following questions: 5 x 5 = 25 Marks
1. Write about "friendly house keeping practices".
2. Explain the importance of Ergonomics.
3. Explain the importance of Public Relations in hotels.
4. Explain barriers of communication.
5. Explain the importance of Front Office.
6. Explain the essential qualities of Front Office staff.
7. Write about E-Communication in Hotel Rooms.
8. Explain the importance of media in public relations.

SECTION – B

Answer the following questions: 5 x 10 = 50 Marks
9. a) Explain how Eco-friendly site is selected.
    b) Explain hotel design for an Ecotel Hotel.
10. a) Explain the principles of Ergonomics.
    b) What are the aspects that have to be incorporated in "ergonomics training" to staff?
11. a) Explain the importance of media in developing public relations for a hotel.
    b) Explain various tactics of public relations for hotels.
12. a) Explain how communications are provided in rooms division.
    b) What are the essentials of effective communication?
13. a) Explain the need for coordination of front office with sales department.
    b) How sales promotion techniques are used by Front Office?

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MODEL QUESTION PAPER
ACHARYA NAGARJUNA UNIVERSITY
B.H.M. :: V SEMESTER
BAR MANAGEMENT (C.B.C.S.)
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Max Marks: 75

SECTION - A

Answer any five of the following questions: 5 x 5 = 25 Marks
1. Write a brief history of Bar.
2. What are various equipments in a Bar?
3. Explain Marketing Mix.
4. What are various types of frauds in a Bar?
5. What are the Regulations by State Government for a Bar?
6. Write about Sales Control.
7. What is Bartending?
8. How to maintain Hygienic appearance in a Bar?

SECTION - B

Answer the following questions: 5 x 10 = 50 Marks
9. a) What are different types of Bars?

(OR)

b) Write about Beverage Operations.

10. a) Explain the important steps in designing a Bar.

(OR)

b) What are the qualities of a Professional Bartender?

11. a) Explain establishing service standards for a Bar.

(OR)

b) Explain different pricing strategies of Beverage.

12. a) Explain the importance of Control systems in a Bar.

(OR)

b) Explain the need and importance of actual costs with standard costs in a Bar.

13. a) Explain the importance of analyzing Legal environment of a Bar.

(OR)

b) Explain the regulations enforced by local authorities in case of a Bar.

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MODEL QUESTION PAPER
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B.H.M. :: V SEMESTER
CARGO AND AIRTIICKETING MANAGEMENT (C.B.C.S.)
* For the batch of students admitted during the academic year 2015-16 only

Max Marks: 75

SECTION – A

Answer any five of the following questions:

1. What are the Major International and Domestic Airports in India?
2. Explain the basics of Cargo Rate Preparation.
3. What are different types of air journeys?
4. What are different types of Coupons?
5. Explain the special measures for handling infants.
6. Write about Pre-paid Ticket Advice (PTA).
7. Explain Trade Free Zones.
8. Write about Discount Fares.

5 x 5 = 25 Marks

SECTION – B

Answer the following questions:

9. a) Explain the role of AAI & DGCA.

   (OR)

   b) Write a brief account of IATA / ICAO.

10. a) Explain the meaning, definition and importance of Cargo Transportation.

    (OR)

   b) Explain different clauses in Cargo Insurance.

11. a) Write about Airports and Offline Stations served by Airlines.

    (OR)

   b) Explain International Sale Indicators.

12. a) Explain E-Tickets and their advantages.

    (OR)

   b) Explain about Ticketing Instructions and Conjunctions Tickets.

13. a) Explain different types of Air Fares.

    (OR)

   b) Write about the special handling of passengers with medical problems.

5 x 10 = 50 Marks

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