

Total No. of Questions : 5]

SEAT No. :

PE12958

[Total No. of Pages : 2

[6594]-11

First Year M.H.M.C.T.

**SFP-501-MJ: SPECIALISATION IN FOOD PRODUCTION MANAGEMENT-I
(2025 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks : 60

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Assume suitable data whenever applicable.*
- 3) *Draw neat diagrams wherever necessary.*

Q1) Write short notes on (any four)

[4×5=20]

- a) Cloud Kitchens
- b) Micro Cuisines of India
- c) Molecular Gastronomy
- d) Zero waste cooking
- e) Alternative Foods

Q2) Attempt any two of the following:

[2×5=10]

- a) Compare the staple ingredients and Flavour profiles of Andhra & Kerala Cuisines.
- b) List down the rules & regulations a Chef entrepreneur must follow while starting a new food venture.
- c) Explain how consumer perception influences pricing of products in premium Food business.

Q3) Attempt any two of the following:

[2×5=10]

- a) Discuss the role of Artificial Intelligence in modern hotel kitchen & Explain it's impact on consumers perception.
- b) Write down advantages of 3D printing use in Food industry and it's Effect on consumers demand .
- c) Explain Importance of sensory evaluation in new food product development process.

P.T.O.

Q4) Attempt any one of the following:

[1×10=10]

- a) Critically analyse the challenges and benefits of adopting a sustainable sourcing and farm to table model in a commercial kitchen.
- b) Draft a comprehensive feasibility report outline for starting a new Cafe and discuss infrastructure design for the same.

Q5) Attempt any one of the following:

[1×10=10]

- a) Discuss how can a Chef use their knowledge of social trends Culture & Food rules to make eco friendly dinning experiences popular.
- b) Explain how digital food supply chain management enhances transparency and food safety from sustainable practices & explain the concept of No flame cooking.



Total No. of Questions : 5]

SEAT No. :

PE-12959

[Total No. of Pages : 2

[6594]-12

F.Y. M.H.M.C.T

**SFB 502 MJ: Specialization in F&B Service Management - I
(2025 Pattern) (Semester- I)**

Time : 3 Hours]

[Max. Marks : 60

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Write short notes on any four :

[20]

- a) Pricing strategies in F&B operations
- b) Menu Engineering
- c) Farm to table concept
- d) PESTLE Analysis
- e) Investment planning & risk management in F&B business.

Q2) Answer any two :

[10]

- a) Discuss FOH and BOH layout planning for cloud kitchens.
- b) Explain the significance and benefits of menu digitization.
- c) Discuss major safety and compliance requirements in modern F&B outlets.

P.T.O.

Q3) Answer any two :

[10]

- a) Write about behaviour economics and pricing in F&B industry.
- b) How does lighting and acoustics affect guest experience.
- c) Write about food mile and sustainable sourcing.

Q4) Answer any one :

[10]

- a) Draft an SOP for an F&B process. Explain its importance & relevance in operations.
- b) Write about the evolution, significance of cloud kitchens in F&B industry. Also distinguish between subscription based and delivery-only type of kitchen models.

Q5) Answer any one :

[10]

- a) Explain Budgeting and Forecasting in F&B operations. How do they impact the procurement and Inventory management systems?
- b) Compare traditional and contemporary restaurant concepts. How do they use marketing to sustain in the competitive markets of today-explain with example.



Total No. of Questions : 5]

SEAT No. :

PE12960

[Total No. of Pages : 2

[6594]-13

F.Y.M.H.M.C.T.

SRD-503-MJ: SPECIALISATION IN ROOMS DIVISION MANAGEMENT-I
(2025 Pattern) (Semester - I)

Time : 3Hours]

[Max. Marks : 60

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Draw sketches & diagrams wherever necessary.*

Q1) Answer any four

[4×5=20]

- a) Explain the role of rooms division in enhancing hotel profitability.
- b) Explain the service recovery model with the help of an example.
- c) Define RFID & mention its application in hospitality industry.
- d) Give any five sustainable practices followed in housekeeping operations.
- e) Discuss the need of SOP in front office operations.

Q2) Answer any two

[2×5=10]

- a) Describe the role of information security in hospitality operations.
- b) How integration of housekeeping & front office operations leads to seamless business?
- c) Explain the role of AI in personalisation of guest services.

Q3) Answer any two

[2×5=10]

- a) Give the importance of technology in improving customer satisfaction with suitable examples.
- b) Write a short note on sustainable procurement & supply chain management
- c) Describe the importance of ISO standards for quality assurance in hospitality.

P.T.O.

Q4) Answer any one

[1×10=10]

- a) Analyse the legal & ethical considerations involved in hotel agreements.
- b) A hotel plans to upgrade its operations using technology to reduce manual errors & improve guest experience. How would you apply PMS solutions in front office to achieve this objective.

Q5) Answer any one

[1×10=10]

- a) Discuss the role of KPIs & benchmarking in improving service efficiency in Rooms Division.
- b) Explain how would you handle the situation to restore guest confidence & prevent negative reviews in housekeeping operations.



Total No. of Questions : 5]

SEAT No. :

PE-12961

[Total No. of Pages : 2

[6594]-14

F.Y. M.H.M.C.T

**THM 504 MJ: Tourism and Hospitality Marketing
(2025 Pattern) (Semester- I)**

Time : 3 Hours]

[Max. Marks :60

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Assume suitable data wherever applicable.*

Q1) Write short notes on any Four :

[4 × 5 = 20]

- a) Customer Service Management Cycle
- b) Features of Globalized Services
- c) OTT Marketing
- d) Business Intelligence
- e) Code of Ethics

Q2) Attempt any Two of the following :

[2 × 5 = 10]

- a) Explain any five key elements of Customer Service Management.
- b) Define Globalization of Services. Discuss four features of Globalized Services.
- c) Elaborate the elements of strong Tourism Brand.

P.T.O.

Q3) Attempt any Two of the following :

[2 × 5 = 10]

- a) Briefly explain the role of employees in Ethical Marketing.
- b) Discuss the relationship between Branding and Communication in Entertainment market.
- c) Define Tourism Retail Marketing Strategy. Describe the key elements of Tourism Retail Marketing Strategy.

Q4) Attempt any One of the following :

[1 × 10 = 10]

- a) Explain the following models of Sustainable business development in Hospitality and Tourism industry:
 - i) Triple Bottom Line
 - ii) Circular Economy
- b) As a Marketing manager, how would you use integrated and convergent promotions in film industry.

Q5) Attempt any One of the following :

[1 × 10 = 10]

- a) Describe the role and benefits of technology in Hospitality and Tourism industry in relation to customer services with suitable examples.
- b) Explain event based tourism promotion as a tool for alternative demand generation for tourism industry.



Total No. of Questions : 5]

SEAT No. :

PE12962

[Total No. of Pages : 2

[6594]-15

F.Y.M.H.M.C.T.

EAI-505-MJ: ENTREPRENEURSHIP & INNOVATION

(2025 Pattern) (Semester - I)

Time : 3Hours]

[Max. Marks : 60

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Answer any four of the following:

[20]

- a) Explain the Innovation theory by Schumpeter in details.
- b) Elaborate on Idea generation.
- c) Explain the role of government in promoting entrepreneurship.
- d) What are carbon-netural models explain in brief.
- e) Write yield optimization strategies in restaurants.

Q2) Answer any two of the following:

[10]

- a) Elaborate on how to build competitive advantage for a restaurant.
- b) Write a brief on angle investments in hospitality.
- c) Explain with example an Women-Led venture in hospitality sector.

Q3) Answer any two of the following:

[10]

- a) What is crisis planning explain in details.
- b) Elaborate on sustainable supply chain for Hotel industry.
- c) Write in detail role of National Institute of Entrepreneurship and small business development.

P.T.O.

Q4) Answer any one of the following:

[10]

- a) Explain in detail following theories of Entrepreneurship
 - i) X-efficiency theory by Leibenstein.
 - ii) Theory of social change by Everett Hagen
- b) Prepare a business model for any one of the following
 - i) Cloud Kitchens
 - ii) MICE destination

Q5) Answer any one of the following:

[10]

- a) Elaborate on any two Legal frameworks needed to be considered by hospitality firm.
- b) Write in detail with two examples on sustainability leaders in hospitality industry.



Total No. of Questions : 3]

SEAT No. :

PE-12963

[Total No. of Pages : 2

[6594]-16
F.Y. MHMCT
MGF 506 MN: Management Fundamentals
(2025 Pattern) (Semester- I)

Time : 2 Hours]

[Max. Marks : 30

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Attempt any 5 :

[10]

- a) What is financial control?
- b) Define Management.
- c) What is management by objectives.
- d) What do you mean by centralisation.
- e) What is leadership.
- f) State any two features of planning.

Q2) Attempt any 2 :

[10]

- a) Explain formal & informal organisation.
- b) What are the different leadership styles.
- c) Discuss the factors affecting managerial decision making.

P.T.O.

Q3) Attempt any 1 :

[10]

- a) Explain contemporary issues in management.
- b) Explain the role of management in economic development.



Total No. of Questions : 3]

SEAT No. :

PE12964

[Total No. of Pages : 2

[6594]-17

F.Y.M.H.M.C.T.

**SQT-507-MN: STATISTICS & QUANTITATIVE TECHNIQUES
(2025 Pattern) (Semester - I)**

Time : 2 Hours]

[Max. Marks : 30

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question carries 10 marks.*
- 3) *Each question has an internal option.*
- 4) *Use of simple calculator is allowed.*
- 5) *Graph paper will not be provided draw graph on answer paper.*

Q1) Solve any five questions.

[5×2=10]

- a) Define mean & give the formula for arithmetic mean.
- b) What do you mean by sample space?
- c) Explain regression analysis.
- d) Define CPM & PERT.
- e) State the constraints of LPP.
- f) What do you mean by statistics. Give two functions of statistics.

Q2) Solve any two questions.

[2×5=10]

- a) Write a short note on the presentation of statistical data using diagrammatic representation.
- b) Solve the following assignment problem of minimising total time for completing all jobs.

	Jobs				
Operators	1	2	3	4	5
A	6	2	5	2	6
B	2	5	8	7	7
C	7	8	6	9	8
D	6	2	3	4	5
E	9	3	8	9	7
F	4	7	4	6	8

P.T.O.

- c) Calculate Karl Pearson's coefficient of correlation in the following series relating to cost of living & wages

Wages (₹)	100	101	103	102	100	99
Cost of Living	98	99	99	97	95	92

Q3) Solve any one question. [1×10=10]

- a) Obtain the initial basic feasible solution for the following Transportation problem for minimisation using VAM & LCM. **[10]**

Factory	Warehouses			supply
	w ₁	w ₂	w ₃	
F1	10	15	20	50
F2	15	12	13	60
F3	14	10	15	70
F4	20	19	18	30
Demand	60	70	80	210

- b) i) A project consists of several activities. Their duration in number of days to complete is given below. Compute total float & identify critical path. **[5]**

Activity Nodes	1-2	1-3	2-3	3-4	3-5	4-5
Duration	4	5	2	3	4	2

- ii) A pair of dice is thrown. Find the probability of getting the sum: **[5]**

- 1) a multiple of 3
- 2) divisible by 4



Total No. of Questions : 3]

SEAT No. :

PE-13376

[Total No. of Pages : 2

[6594]-18

F.Y. M.H.M.C.T.

EPH509GE : ESSENTIALS OF PSYCHOLOGY FOR
HOSPITALITY

(2025 Pattern)(Semester - I)

Time : 2 Hours]

[Max. Marks : 30

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to right indicate full marks.*
- 3) *Draw diagrams & sketches wherever necessary.*

Q1) Attempt any FIVE :

[5 × 2 = 10]

- a) State any two goals of Psychology.
- b) Give examples of any two tourist topologies.
- c) Write two points of differentiation between monetary & non-monetary incentives.
- d) Define cognition & name any two cognitive processes.
- e) Write any four elements of colour.
- f) State the key determinants of consumer motivation in hospitality industry.

Q2) Attempt any Two :

[2 × 5 = 10]

- a) Evaluate the role of colour psychology & emotional responses in shaping consumer perception with suitable examples.
- b) Differentiate between problem solving & decision making.
- c) Explain trends in psychology for millennial & Genz as market segment.

P.T.O.

Q3) Attempt any One :

[1 × 10 = 10]

- a) Analyse how consumer motivation influences personality, lifestyle, perception & purchase behaviour.
- b) Write a detailed note on any four brand logos & their colour choices.

