

Assignments for Fall / August 2011 Session

B. Sc. in Hospitality and Catering Management (B.Sc. HCM) - Sixth Semester

HM0035 - Food and Beverage Management - 4 credits

Assignment – 1 (60 marks)

1. Define cost & meaning of total cost. Explain the various elements of total cost.
(10 marks)
2. Define standard recipe & meaning of “chaining recipes”. Explain step by step procedure of developing standard recipe with example of one beverage or dish, with accurate ingredient quantities. (15 marks)
3. Pick up a menu card and determine which category they belong to (plow horses, puzzles, stars & dogs) & explain the reasons, how the menu can be improved.
(20 marks)
4. Explain the purchasing & receiving control system of any of your neighboring hotels.
(15 marks)



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HM0035 - Food and Beverage Management - 4 credits

Assignment – 2 (60 marks)

1. Explain in detail the various inventory control procedures used in the food & beverage industry. (15 marks)
2. Explain the production, serving & revenue controlling procedures of a neighboring bar. (20 marks)
3. Explain the various points to be considered while designing a restaurant.
(10 marks)
4. In the inventory list of a restaurant, at the end of the month there are 72 cases of tomato juice with a value of Rs. 63.00 per case and in delivery invoice it shows 21 cases of tomato juice with value of Rs 50.00 per case were purchased. Determine the value of tomato juice in inventory using various available methods. (15 marks)

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B. Sc. in Hospitality and Catering Management (B.Sc. HCM) - Sixth Semester

HM0036 – Sales and Marketing Management - 4 credits

Assignment – 1 (60 marks)

1. What is the difference between marketing and selling? Explain the four P's in marketing. (10 marks)
2. What is "S. W. O. T." analysis? Explain about the "S.W.O.T." analysis? Give an example of S.W.O.T. analysis to open a 3 star hotel in a tourist place in a remote village. (15 marks)
3. What is consumer behavior? What are the factors influencing buying behaviour of consumer? (10 marks)
4. What is marketing objectives? Explain the different marketing objectives? Give details about positioning in marketing? (15 marks)
5. Define product marketing. What are the components of hotel product and explain about it. (10 marks)



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HM0036 – Sales and Marketing Management - 4 credits

Assignment – 2 (60 marks)

1. Give the principals of pricing of what are the different techniques using in pricing? Give the pricing of a 5 course menu for a birthday party in a four star hotel and mention the pricing techniques which you have used. (15 marks)
2. Explain the marketing channels in the hotel industry? Give the current marketing trend in hotel and catering industry? (15 marks)
3. What is promotional mix? Explain about merchandising for food and beverage operations? (10 marks)
4. Explain distinction between public relation and publicity and advertising? What are the different types of advertising? (10 marks)
5. What are the components of successful salesmanship? Explain about the sales task. (10 marks)

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HM0037 - Travel and Tourism Management - 2 credits

Assignment – 1 (30 marks)

1. Define Tourism Statistics & measurement. State the latest measurement done by Indian government. (10 marks)
2. Define air transport and explain its various regulations. (10 marks)
3. Differentiate between guide and escort. Explain their duties and responsibility.
(10 marks)



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HM0037 - Travel and Tourism Management - 2 credits

Assignment – 2 (30 marks)

1. Indian is a country of all seasons. Explain (10 Marks)
2. Define tourism planning. What is the importance of tourism planning? What are the steps taken by Indian government towards tourism planning for 2009? (10 marks)
3. Define Tourism impact. Explain the various tourism impacts briefly. (10 Marks)



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HM0038 - Cultural Heritage of India - 2 credits

Assignment – 1 (30 marks)

1. Explain the continental character of Indian culture. (10 marks)
2. Differentiate between the religious life of Buddhism & Jainism. (10 marks)
3. Highlight the social stratification under the Chalukyas (10 marks)



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HM0038 - Cultural Heritage of India - 2 credits

Assignment – 2 (30 marks)

1. Discuss in brief the various fairs, festivals, arts, dances, music, cinema, theatre & handicrafts of Karnataka state. (10 Marks)
2. Explain the present status of handicrafts, state wise in India. (10 Marks)
3. Write a brief note on various kinds of dances found in India. (10 Marks)

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