

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION MAY 2025
(Fifth Semester)**

Branch - **CATERING SCIENCE & HOTEL MANAGEMENT**

FACILITY & REVENUE MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Which of the following is known as Ghost restaurant
(i) Virtual (ii) Multicuisine
(iii) contemporary (iv) fast
- 2 HMO stands for?
(i) House of Minor Occupancy (ii) House of Multiple Object
(iii) House of Minor Object (iv) House of multiple Occupancy
- 3 ARR stands for
(i) Average Room Rate (ii) Average Room Revenue
(iii) Average Retention Rate (iv) Average Retention Revenue
- 4 Demand bases on dependance of other products is called
(i) derived demand (ii) industry
(iii) complimentary (iv) none of the above
- 5 Which of the following is not a marketing mix?
(i) product (ii) price
(iii) placement (iv) property

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Why is ergonomics important for kitchen designing?
OR
b What is analogous colour scheme?
- 7 a What are the challenges faced in smart kitchen planning?
OR
b Write a note on one wall kitchen.
- 8 a Define yield.
OR
b What is yield statistics?
9. a. What is group room pace?
OR
b. What is a forecasting model?
10. a. What is the difference between a trademark and a patent?
OR
b. Explain the 4 P s of marketing mix.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11 a Discuss in detail the principles of design.

OR

b Explain any 6 types of bar equipment with its use.

12 a Elaborate on smart kitchen techniques.

OR

b Illustrate different layouts of kitchen.

13 a How does group room sales effect yield?

OR

b What is the five step revenue management?

14 a Explain the key features of demand forecasting.

OR

b Explain the various forecasting methods.

15 a Write a note on Intellectual Property Rights.

OR

b Explain the of pricing.

Z-Z-Z

END