

PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2025
(Fifth Semester)

Branch – CATERING SCIENCE AND HOTEL MANAGEMENT
FACILITY AND REVENUE MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry **EQUAL** marks.

$$(10 \times 1 = 10)$$

Cont.

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

| Module No. | Question No. | Question | K Level | CO |
|------------|--------------|--|---------|-----|
| 1 | 11.a. | Analyze the role of color schemes in restaurant ambience. (OR) | K4 | CO4 |
| | 11.b. | Distinguish between types of signage and their importance in restaurant design. | | |
| 2 | 12.a. | Examine the effect of newer technologies on commercial kitchen design. (OR) | K4 | CO5 |
| | 12.b. | Classify different commercial kitchen configurations with examples. | | |
| 3 | 13.a. | Evaluate the importance of yield management in hotels with examples. (OR) | K5 | CO1 |
| | 13.b. | Assess the role of group room sales in revenue management. | | |
| 4 | 14.a. | Appraise the importance of future data in forecasting hotel demand. (OR) | K5 | CO2 |
| | 14.b. | Judge the misuse of forecasts in hotel operations. | | |
| 5 | 15.a. | Design a strategic pricing model for a mid-scale hotel. (OR) | K6 | CO3 |
| | 15.b. | Formulate a policy for protecting IPR in a hospitality business. | | |

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

| Module No. | Question No. | Question | K Level | CO |
|------------|--------------|---|---------|-----|
| 1 | 16 | Analyze the checklist for effective restaurant design with examples. | K4 | CO4 |
| 2 | 17 | Examine the safety considerations in kitchen planning and layout. | K4 | CO5 |
| 3 | 18 | Judge the role of special events in maximizing hotel yield. | K5 | CO1 |
| 4 | 19 | Evaluate various forecasting methods and recommend the best approach for city hotels. | K5 | CO2 |
| 5 | 20 | Propose an IPR strategy for a hotel group expanding internationally. | K6 | CO3 |

Z-Z-Z END