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SECTION - B (35 Marks)

Answer ALL questions

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

ALL questions carry EQUATE MARKS (50% = 50)				
Module No.	Question No.	Question	K Level	CO
1	11.a.	Analyze the role of color schemes in restaurant ambience.	K4	CO4
	(OR)			
	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.	K4	CO5
	(OR)			
	12.b.	Classify different commercial kitchen configurations with examples.		
3	13.a.	Evaluate the importance of yield management in hotels with examples.	K5	CO1
	(OR)			
	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.	K5	CO2
	(OR)			
	14.b.	Judge the misuse of forecasts in hotel operations.		
5	15.a.	Design a strategic pricing model for a mid-scale hotel.	K6	CO3
	(OR)			
	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