

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2026
(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

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

Module No.	Question No.	Question	K Level	CO
1	1	Which element of design deals with “height, width, and depth”? a) Form b) Texture c) Color d) Pattern	K1	CO4
	2	Explain the purpose of lighting plans in restaurant design. a) To control décor b) To enhance visibility and ambience c) To reduce staff costs d) To increase menu size	K2	CO4
2	3	Which of the following is considered a commercial kitchen equipment? a) Blender b) Range stove c) Conveyor oven d) All of the above	K1	CO5
	4	Classify commercial kitchen layouts based on configurations. a) Island, zone-style, assembly line b) Square, rectangular, round c) Small, medium, large d) Wet, dry, hybrid	K2	CO5
3	5	Name the field in which the concept of revenue management was first developed. a) Railways b) Hotels c) Airlines d) Restaurants	K1	CO1
	6	Summarize the role of equivalent occupancy in revenue measurement. a) Shows occupancy in percentage form b) Converts yield into non-room revenue c) Balances room rate against occupancy d) Reflects sales team’s performance	K2	CO1
4	7	Which level of forecasting is most strategic in hotels? a) Short-term b) Medium-term c) Long-term d) Operational	K1	CO2
	8	Illustrate the role of group rooms pace reporting. a) Helps monitor reservations over time b) Assists in staff recruitment c) Measures food cost percentage d) Tracks energy consumption	K2	CO2
5	9	What is generally protected by copyrights? a) Symbols b) Inventions c) Literary and artistic works d) Industrial processes	K1	CO3
	10	Interpret the importance of cost in hotel pricing. a) It directly determines demand b) It forms a base for pricing decisions c) It eliminates supply dependency d) It avoids IPR disputes	K2	CO3

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.	Compare the impact of restaurant themes on customer behavior.	K4	CO4
	(OR)			
	11.b.	Analyze the relationship between décor and restaurant functionality.		
2	12.a.	Inspect the ergonomic factors in commercial kitchen planning.	K4	CO5
	(OR)			
	12.b.	Categorize the steps involved in kitchen design.		
3	13.a.	Evaluate the role of transient room sales in revenue management.	K5	CO1
	(OR)			
	13.b.	Assess the influence of food & beverage activity on yield statistics.		
4	14.a.	Judge the impact of current occupancy data on demand forecasting.	K5	CO2
	(OR)			
	14.b.	Criticize the misuse of re-segmentation in forecasting.		
5	15.a.	Create a hotel pricing strategy integrating BAR and open pricing.	K6	CO3
	(OR)			
	15.b.	Develop an intellectual property portfolio for a hotel brand.		

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 principles of restaurant space allocation and circulation.	K4	CO4
2	17	Distinguish between types of kitchen layouts and justify their suitability.	K4	CO5
3	18	Critically appraise the significance of rate spread in measuring yield.	K5	CO1
4	19	Interpret the forecasting methods suitable for resorts and leisure hotels.	K5	CO2
5	20	Propose a copyright policy for protecting digital marketing content of hotels.	K6	CO3

Z-Z-Z

END