

Roll No. \_\_\_\_\_

**BHM 6<sup>TH</sup> SEMESTER**  
**Bakery and Confectionary - 7010602**  
**END TERM THEORY EXAMINATION**

**Time: 03:00 Hrs**

**Max. Marks: 80**

**Instructions:**

1. Write Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaint(s) in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint in this regard will be entertained thereafter.
3. Attempt all Questions. Marks are indicated against each question.
4. Draw diagram wherever required.

- Q.1.** (a) Write short note on short crust pastry (5X4=20)  
(b) Write short note on Phyllo Pastry  
(c) Write a note on stabilizers used in making ice-creams  
(d) How do you make marshmallows?

**UNIT-I**

- Q.2.** Write the stages in candy making in detail (12)

**UNIT-II**

- Q.3.** (a) Write a note on Choux pastry (3)  
(b) Write the pastry faults for (3X3=9)  
    i. Short crust pastry  
    ii. Choux pastry  
    iii. Flaky pastry

**UNIT-III**

- Q.4.** Write the steps involved in processing ice creams in detail (12)  
**Q.5.** (a) What is mellorine? (4)  
(b) What is the function of sugar in ice cream? (4)  
(c) What is a fondant? (4)  
**Q.6.** Write a short note on cake decorations (12)

**BACHELOR OF HOTEL MANAGEMENT - 6<sup>th</sup> SEM.  
MARKETING FOR HOSPITALITY & TOURISM - 07010603  
END TERM THEORY EXAMINATION**

Time 3 hrs

Maximum Marks 80 Marks

**Instructions:-**

1. Write your Roll No. on the question paper.
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3. From Part I Attempt all questions. Part II, attempt any 8 questions and from Part III, attempt any 2 questions.
4. Draw Diagram wherever required.

**PART – I****Attempt all the questions, all questions carry equal marks:-****(2X10=20)**

- Q.1 What is selling and how it is different from marketing.
- Q.2 What is product differentiation?
- Q.3 What is Packaging and right its two importances.
- Q.4 What is Monopoly Market?
- Q.5 What is Branding
- Q.6 Discuss any two functions of sales promotion.
- Q.7 Define need ,want and demand
- Q.8 What is positioning?
- Q.9 Who is a middleman
- Q.10 Define level of involvement

**PART – II****Attempt any eight questions, All questions carry equal marks:-****(8X5=40)**

- Q.1 Define marketing. Explain briefly the functions of marketing.
- Q.2 Define marketing mix. What are its elements? Explain briefly.
- Q.3 What is Pricing and discuss the functions of Pricing
- Q.4 Discuss the Marketing Process.
- Q.5 What makes marketing of product different from that of marketing of services.
- Q.6 What do you understand by segmentation and explain the basis for market segmentation.
- Q.7 What do you mean by promotion? Explain the various methods of promotions.
- Q.8 What are Macro environmental factors, discuss economic environment factor in detail.
- Q.9 What are the various approaches to hospitality service pricing, explain.
- Q.10 What do you understand by customer relationship management, discuss.

**PART - III****Attempt any two questions, All questions carry equal marks:-****(2X10=20)**

- Q.1 What do you understand by Marketing, discuss the various stages in the evolution of Marketing as a concept and support your answer with the help of suitable example?
- Q.2 What are the different Pricing Strategies used for introduction of new product in market.
- Q.3 Explain the process of buying decision making and also the adoption process.
- Q.4 Discuss the stages of Product Life Cycle with the varying marketing strategies for different stage of product life cycle.

**BHM- Semester 6th**  
**Human Resource Management - 7010604**  
**END TERM THEORY EXAMINATION**

Time: 03:00 Hrs

Max. Marks: 80

**Instructions:**

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3. Attempt all 3 Questions. Q. No. 1 is compulsory. Marks are indicated against each question.
4. Draw diagram, flowcharts and illustrations wherever required.

**Q.1. Answer the all Questions.****(10X2=20)**

- a) What do you understand by SHRM?
- b) Explain what is Orientation
- c) Define Recruitment.
- d) Which are the agencies of Employee Welfare?
- e) Explain Redundancy with example from Hospitality industry.
- f) What is the basis of Promotion?
- g) Mention 4 components of employee Remuneration.
- h) Name 2 'On job Techniques' of Executive Development.
- i) What is Demotion?
- j) What is meant by Vestibule Training?

**Q.2. Answer any 8 Questions.****(8X5=40)**

- a) What is the core nature of HRM?
- b) What is the difference between Human Resource Management and Human Resource Development?
- c) Differentiate between Recruitment and Selection.
- d) What are the objectives of Employee Welfare?
- e) What are the steps in Human Resource Planning process?
- f) Distinguish between job description and job analysis.
- g) What is job, how is it different from role?
- h) What are the various career development methods?
- i) Write a note on types of transfers.
- j) What are the factors influencing Employee Compensation?

**Q.3. Answer any 2 Questions.****(2X10=20)**

- a) Define Human Resource Management. Throw light on the role and challenges of HR Manager.
- b) Describe the Recruitment process in hotel industry for a CDP. Support your answer with a flowchart.
- c) Write an essay on Executive Development. Describe its characteristics, objectives and process etc.
- d) What do you understand by Performance Appraisal? Describe the objective and various types of Performance Appraisals.

**BHM – 6<sup>TH</sup> SEMESTER EXAMINATION**  
**(SUB:FRENCH; PAPER CODE:-7010605)**

**Time: 03:00 Hrs****Max. Marks: 80****Instructions:**

1. Write Roll No. on the Question Paper.
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3. Marks are indicated against each question.
4. Draw diagram wherever required.

- Q.1. Traduisez (translate) en anglais (English names of these spices) (1x6=6)**
- a) Le piment
  - b) Le poivre
  - c) Le paprika
  - d) La sauge
  - e) Le sesame
  - f) Le cumin
- Q.2. Presentez –vous (5 phrases) (introduce yourself) (5)**
- Q.3. Conjuguez les verbes (any 4) in present (2x4=8)**
- a) Prendre
  - b) Sortir
  - c) Pouvoir
  - d) Voir
  - e) Faire
  - f) Partir
- Q.4. Conjuguez le verbe Manger au passé récent (manger in passé récent) (2)**
- Q.5. Conjuguez le verbe partir au future proche (partir in future proche) (2)**
- Q.6. Traduisez en Anglaise (translate in English) (12)**
- a) Fourchette
  - b) Chambre
  - c) Salle de bain
  - d) Poulet
  - e) Dejeuner
  - f) Avion
  - g) Viande
  - h) Vin
  - i) Crevettes
  - j) Poivre
  - k) Tasse
  - l) Cueillir

Q.7. Quelle heure est-il .

11:00 A.M.

4:00 P.M.

(3)

Q.8. Ecrire le Kitchen Brigade (Kitchen Brigade Hierarchy)

(12)

Q.9. Completez avec les adjectives demonstrative(complete with demonstrative adjectives(cette,ce,ces,cet)

(1x4=4)

a) Tu connais ----- home

b) \_\_\_\_\_ jeune fille avec des lunettes

c) ----- enfants blonds jouent au ballon

d) J'adore -----filme

Q.10. Corresponde a la expression francaise avec ses expression anglais(match French expressions with correct English expressions)

(4)

a) C'est superbe                      its terrible

b) il est tres gentil                      its charming

c) c'est terrible                      he is very nice

d) c'est charmante                      its superb

Q.11. Ecrivez le verbe avoir au present(write the verb avoir in present)

(10 )

a) Il ----- les cheveux longs

b) Nous -----un jardin

c) Ils -----une maison

d) tu -----des lunettes

e) Vous -----des moustaches

Q.12. Ecrivez le French classical Menu(write 11 course French classical menu)

(12)

Roll No. \_\_\_\_\_

**BACHELOR OF HOTEL MANAGEMENT – 6<sup>th</sup> SEMESTER  
COMMUNICATION FOR PROFESSIONAL - 7010619  
END TERM THEORY EXAMINATION**

**Time: 03:00 Hrs**

**Max. Marks: 80**

**Instructions:**

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3. Q.1. is compulsory. Marks are indicated against each question.
4. Draw diagram wherever required.

**Q.1. Write short notes on the following:-**

**(2x10=20)**

- a) Process of communication.
- b) Barriers in communication.
- c) Interviews and its types.
- d) Verbal communication.
- e) Body language.
- f) Presentation skills.
- g) Meetings.
- h) Selections process.
- i) Effective listening.
- j) Rules for Group Discussion.

**Answer any Six Questions:-**

**(10x6=60)**

- Q.1. Explain semantic barriers in communication.
- Q.2. Explain the different types of meetings.
- Q.3. What do you mean by Agenda? Explain.
- Q.4. What is minutes of the meeting? Explain.
- Q.5. What are the necessary things to remember while going for an interview?
- Q.6. Is communication important in Hotel and Tourism Industry? Explain.
- Q.7. You are applying for the post of Chief in a Five Star Hotel. Prepare a resume and a cover page.
- Q.8. What do you mean by Grooming? Why is it necessary in Hotel Industry.