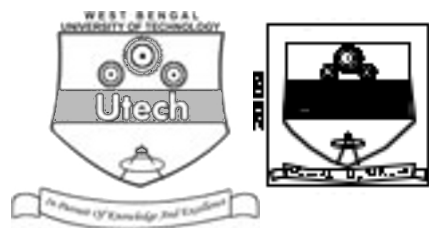


## HOSPITALITY MANAGMENT ( SEMESTER - 4 )

**CS/MHA/SEM-4/MHA-410/09**



1. ....  
Signature of Invigilator

2. ....  
Signature of the Officer-in-Charge

**Reg. No.**

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**Roll No. of the Candidate**

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**CS/MHA/SEM-4/MHA-410/09**  
**ENGINEERING & MANAGEMENT EXAMINATIONS, MAY – 2009**  
**HOSPITALITY MANAGMENT ( SEMESTER - 4 )**

Time : 2 Hours ]

[ Full Marks : 35

**INSTRUCTIONS TO THE CANDIDATES :**

1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
2. a) In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided marked 'Answer Sheet'.
- b) For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
4. Read the instructions given inside carefully before answering.
5. You should not forget to write the corresponding question numbers while answering.
6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
7. **Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification.**
9. Rough work, if necessary is to be done in this booklet only and cross it through.

**No additional sheets are to be used and no loose paper will be provided**

**FOR OFFICE USE / EVALUATION ONLY**

Marks Obtained

	Group – A					Group – B					Group – C					Total Marks	Examiner's Signature
Question Number																	
Marks Obtained																	

.....  
**Head-Examiner / Co-Ordinator / Scrutineer**

**2010 (02/05)**



**DO NOT WRITE ON THIS PAGE**



**ENGINEERING & MANAGEMENT EXAMINATIONS, MAY – 2009**  
**HOSPITALITY MANAGEMENT**  
**SEMESTER – 4**



Time : 2 Hours ]

[ Full Marks : 35

**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for the following :

5 × 1 = 5

i) Hospitality in a hospital means

- a) care of the patients
- b) treatment of the patients
- c) love and care to the patients.

ii) The goodwill of a hospital depends on

- a) treatment facilities
- b) hospitality facilities
- c) both (a) and (b).

iii) Which of the following factors contribute most towards good hospitality management of a hospital ?

- a) Good communication skills
- b) Courteous behaviour
- c) Timely attending to patients' complaints.

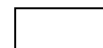
iv) Over the ages hospitality management has become an integral part of hospital management due to

- a) changing mindset of the patients
- b) rapid urbanization
- c) economic upliftment of the patients.



v) Investment in hospitality management by a hospital will result in

- a) better patient satisfaction
- b) higher bed turnover ratio
- c) none of these.



### GROUP – B

#### ( Short Answer Type Questions )

Write short notes on any *five* of the following.

5 × 2 = 10

2. Commercial points of hospitality.
3. Factors influencing patient satisfaction.
4. Satisfied patients as opinion leader.
5. Changing needs of the patients.
6. Necessity of hospitality in hospital ( points only ).
7. Attributes of a successful hospital manager.

### GROUP – C

#### ( Long Answer Type Questions )

Answer any *two* of the following questions.

2 × 10 = 20

8. Describe GALPAC model of hospitality. What are the steps to be followed in this model and what are its merits and demerits ?
9. “For a modern hospital investment in hospitality is as important as any other aspect of management.” Discuss with reasons.
10. How better hospitality management leads to higher profitability in a hospital. Discuss various aspects with illustrations.

---

END