



SG – 584

VIII Semester B.H.M. Examination, September/October 2021  
(Fresher + Repeater) (CBCS) (2018-19 and Onwards)  
**HOTEL MANAGEMENT**  
Paper – 8.1 : Allied Hospitality Management

Time : 3 Hours

Max. Marks : 70

- Instructions :** 1) Read the instructions **carefully**, number the answer **correctly**.  
2) **All Sections are compulsory**.  
3) Draw a diagram **wherever needed**.

SECTION – A

Answer **any five** questions. **Each** carries **two** marks.

(5×2=10)

1. a) What is retail management ?  
b) Mention any two areas of control in facility management.  
c) What is retail supply chain management ?  
d) Give two examples for corporate events.  
e) Expand MICE.  
f) What is a "Home stay" ?  
g) Define theme park.

SECTION – B

Answer **any three** questions. **Each** carries **six** marks.

(3×6=18)

2. Explain the special characteristics of retailing.
3. What are the various categories of facilities management ? Explain the benefits.
4. What are the key factors for best event management ?
5. Briefly explain the concept of MICE.
6. Explain the concept of resort and theme parks.

P.T.O.



SECTION – C

Answer **any three** questions. **Each** carries **fourteen** marks.

**(3×14=42)**

7. Write a short note on :
  - a) Retail environment
  - b) Retail advertising.
8. Write a short note on :
  - a) Areas of control in facilities management
  - b) Vendor management.
9. Explain in detail the need of event management.
10. Define conference. Explain the components of conference market.
11. Write short notes on :
  - a) Luxury trains
  - b) Cruise liners
  - c) Serviced apartments.