

SRI VENKATESWARA UNIVERSITY
B.Sc. DEGREE COURSE IN CT & HM
SEMESTER SYSTEM WITH CBCS
SEMESTER IV
W.E.F. 2021-2022

CT & HM -401 TOURISM MARKETING-III

Outcomes of the course

At the end of the course the student will be able to demonstrate the following.

A. Remembers and Explains in a systemic way

- Identifies new trends of tourism marketing.
- List out 5 A's in Tourism marketing.

B. Understands and Uses

- Understands challenges in marketing.
- Uses the knowledge to market tourism as a product.

C. Critically explains, judges and solves

- Explains about the importance of advertising and publicity in tourism.
- Analyzes challenges in promotion of tourism.
- Identifies and solves problems in the market skills in tourism.

D. Working in out of prescribed area under a co – curricular activity

- Visit to travel agencies.
- Learn how to sell various tourism product.
- Observing a Tourist guide.

E. Practical Skills

- Preparation of Itinerary for tourists.
- Preparing a product according to guest requirement

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CT & HM -401 TOURISM MARKETING-III

Theory: 4 hrs/ Practicals : 2 hrs

THEORY

Unit-I

Definition, Concept of Tourism Marketing – Marketing Tourism Products – Marketing Mix – Consumer Behaviour – Product life cycle – Pricing a Product – TQM – Integrating TQM in marketing and programme.

Unit – II

Tourism marketing related to 5 A's (Attraction – Accessibility – Accommodation – Amenities – Activities). New trends in tourism - Health tourism, eco-tourism and MICE – Principles in hospitality selling –VISA

Unit – III

Advertising – Sales promotion publicity – market segment action (Demographic, Psychological and Behaviour segmentation) marketing strategies – Methods of marketing segments – Target Market – Selecting and Marketing for target market.

Unit – IV

Marketing skills for tourism – development, creativity – communication - SMMR model communication – self motivation personality development – Team building – Need for market research and informationsystem.

Unit – V

Economics of tourism – Impact on National Income – Multiplier effect foreign exchange as revenue earner for government – factors effecting Tourism earnings.

PRACTICALS:

1. Planning of utility.
2. Learning about different tools of marketing.
3. Survey on challenges in marketing
4. Seminars to improve communication

REFERENCES:

1. Tourism Marketing: On Both Sides of the Counter by MetinKozak, Luisa Andreu, et al. |(2013).
2. Tourism Marketing – GPHpanelof Experts– GullyBaba Publishing House(P) Ltd.(2009).
3. Tourism marketing – RothFieldCW
4. Marketing Management –PhilipKotter
5. Tourism and Travel Marketing – JagMohanNagi
6. Airlines and Ticketing for Tourism – JagMohanNagi

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CT&HM-401 Tourism Marketing -III

Model Question Paper

Time: 3Hrs

Marks : 75

SECTION-A

Answer any Five Questions

Each question carries 5 marks

5 X 5 = 25 M

1. Discuss the need for marketing in the tourism industry.
2. Critically evaluate the role of consumer Behavior in tourism.
3. Explain on the five A'S of tourism marketing.
4. Eco Tourism is a new Phenomenon Justify.
5. Explain the role of Team Building for a successful marketing campaign.
6. Write a short notes on contribution of tourism to the National Income.
7. Write importance of VISA's.
8. Describe air line ticketing.

SECTION-B

Answer ALL Questions

Each question carries 10 marks

5 × 10 = 50 M

9. a) Discuss in brief the factors for pricing of various tourism products.

(or)

- b) Briefly write about the various strategies to be taken at various stage of the product life cycle.

10. a) Is MICE evolving? Critically evaluate the performance over the last ten years in India.

(or)

b) Identify the various parameters to lead a nation with successful medical tourism.

11. a) Explain the principles of personal selling AIDA Model.

(or)

b) Write in detail the various components of market segmentation.

12. a) Discuss the computer reservation system in Air line Ticketing

(or)

b) Write notes on: 1) ABC Codes 2) Manual Ticketing

13. a) Discuss the role of Tourism satellite Accounting (TSA) for evaluating success of a country/state tourism performance.

(or)

b) Explain SMMR Model of Communication.

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CT&HM-402 FRONT OFFICE-II

Outcomes of the course

At the end of the course the student will be able to demonstrate the following

A. Remembers and Explains in a systemic way

- Defines the concepts of reservation and terminology of Reception.
- Identify the concepts that explains E-commerce.

B. Understands and Uses

- Understands the concept of concierge.
- Express clearly about different shifts in a hotel.

C. Critically explains, judges and solves

- Problems encountered in manual reservation
- Apprehend the process of message handling.
- Applies knowledge of foreign exchange.

D. Working in out of prescribed area under a co – curricular activity

- Observing and learning about Bell Desk Staff by visiting hotels.
- Learn about the duties of a Guest Relaxation Executive by visiting hotels.

E. Practical Skills

- Receiving guest and filling forms according to the type of guest.
- Collect different forms used in hotel during a hotel visit.

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CT&HM-402 FRONT OFFICE-II

Theory: 4 hrs/Practicals: 2 hrs

THEORY

Unit-I

Reservation Introduction - Group reservations – Whitney system – Density chart confirmation – guarantee and cancellation – Reservation Terminology – Types of Room– Types of Rates an Plan – Meal Menus Related to plans – Other Rates – Sources of Reservations – Means Modes of Reservation – Types of Reservation – Manual System of Reservation by Phone – Automated systems – E-commerce.

Unit – II

Reception - Introduction - Quality desired for a receptionist – Reception Terminology. Front Desk Counter – Support Devices – Assignment of Room – The morning Shift – Automated system – Other registration optimum –Up-selling.

Unit – III

Elements of direct billing – Lobby organization – Lobby Terminology – Bell Desk procedure
– Duties and Responsibilities of the Bell Desk Staff.

Unit – IV

Concierge Services Introduction – Role of a Concierge – Handling Mail – Handling Instore or Registered Mail and Courier Services – Handling Messages – Providing information – Function in the Hotel – Guest Rack.

Unit – V

Guest Relation executive Introduce – Organization of GRE – Important department for GRE - Telecommunication Introduction – Types of exchange – Other communication equipment – Organization of Telecommunication Department.

PRACTICALS:

1. Arrival & Departure procedures –Registration
2. Arrival & Departure and Discrepancy report
3. Group cancellation procedures.
4. Handling guest complaints.
5. Registration form
6. Group Check-in, check out procedures

REFERENCES:

1. Front Office procedures- Michael L. Kasavenna (Fifth Edition) Richard Books.
2. Front Office Operation – Patrick J Marcru, Gail L Soloman, Jim Doogam Prentice Hall.
3. A Manual of Hotel Reception – Heeves and Medlik –Hoinemann, London
4. Front Office Psychology – John Willey INC-Hinder brand
5. Front Office Management – John Wiley.

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CT&HM-402 FRONT OFFICE - II

MODEL QUESTION PAPER

Time:3Hrs

Marks : 75

SECTION-A

Answer any Five Questions

Each question carries 5 marks

5 X 5 = 25 M

1. Write briefly about front office accounting.
2. Write the different modes of payments.
3. What are the types of account maintained in the front office accounting?
4. How does cashier handles the bills when it's a card payment?
5. Draw the model foreign exchange voucher of a hotel.
6. Explain briefly the front office accounting cycle.
7. Explain about the front office budgeting.
8. Write about the establishing room rates.

SECTION-B

Answer ALL Questions

Each question carries 10 marks

5 × 10 = 50 M

9. a) Write the group registrations and the crew arrival procedure.

(or)

- b) Write in detail the procedure for a VIP guest?

10. a) Explain the skills required to handle guest ledger?

(or)

b) Write in detail about night shift reception procedure.

11. a) Explain in detail about front office accounting

(or)

b) Write about maintenance of Guest arrival and departure register.

12. a) What item is recorded on a front office cash sheet? How does cash sheet help ensure internal control in the front office?

(or)

b) Why is forecasting important to front office professionals.

13. a) Write about Job description of front office professionals.

(or)

b) Write the detail explain types of room rates.

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CT & HM-403 ACCOMMODATION OPERATION-II

Outcomes of the course

At the end of the course the student will be able to demonstrate the following

A. Remembers and Explains in a systemic way

- Labels housekeeping inventories and textiles terminologies.
- Identifies different surfaces used and methods of cleaning

B. Understands and Uses

- Understands the importance of a guest
- Uses knowledge of Science of Cleaning

C. Critically explains, judges and solves

- Analyse lost and found procedure
- Analyse the concepts of parstock.

D. Working in out of prescribed area under a co – curricular activity

- Observing the co-ordination with other departments.
- Concepts of linen and uniform room.

E. Practical Skills

- Practice of different types of cleaning.
- Partials on maid trolley by hotel visit maintenance of records.

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CT&HM-403 ACCOMMODATION OPERATION-II

Theory: 4 hrs/ Practicals : 2 hrs

THEORY

Unit-I

Housekeeping Inventories – Cleaning Equipment – Classification - Electrical & non – electrical. Cleaning Agents – selection, use and care – Care and Cleaning of Different Surfaces – Metals, Glass, Wood, Stone, Rubber. Wall finishes and floorfinishes.

Unit – II

Guest room – Types of Guest room – Guest room status – Guest Floor Rules – Guest room Furniture - Guest room fixtures and fittings. Types of Beds, Mattresses, Bedding and Soft Furnishes. Guest room Accessories – Placement of guest Supplies& Bathroom Supplies.

Unit – III

Cleaning Guest room – Types of Soil – Nature of soil Standards of Cleaning – The Science of Cleaning. The cleaning process – Cleaning public Areas – Types of Cleaning: Daily routine cleaning, Special cleaning, Evening service, cleaning front & Back areas.

Unit – IV

Role of Housekeeping control Desk – Chamber Maid trolley - arrangement & its use . Types of keys used in hotels. Co-ordination with other departments Front office, food & Beverages, Housekeeping, Production – handling telephone calls, Budgeting for housekeeping Expenses – Inventory Control and stock – Lost & FoundProcedure.

Unit – V

The linen and Uniform room – storage of Linen, Linen exchange – Par stock, Laundry equipment – The Laundry Room. Linen room and uniform room activities. Linen - Types of linen used in housekeeping, storage & exchange of linen, linen control process. Laundry - Types - OPL, equipment used, stages in laundry process, Stains - Types of stains and stain removalprocess.

PRACTICALS:

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CT&HM-403 ACCOMMODATION OPERATION-II

1. Different types of stainsremoval
2. Washing of Linen, Cotton, Silk and DryCleaning
3. Washing of woolen fabrics

4. Floor cleaning procedures for Different Surfaces.
5. Cleaning of wall finishes
6. Cleaning of floor surfaces

REFERENCES:

1. Hotel & Hospital Housekeeping – Branson, Joan C and Lennex, Margaret,(2003).
2. Hotel Housekeeping Management – Sudhir Andrews The McGraw – Hill Companies (Publication)
3. Hotel Housekeeping – G Raghu Balan – Smrithe, Raghu Balan – Oxford University – Published in India.
4. Housekeeping Training Manual – Sudhir Andrews
5. Professional Housekeeping – Schneider, Madiline Tucher.

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CT&HM-403 ACCOMMODATION OPERATION - II

Model Question Paper

Time: 3Hrs

Marks : 75

SECTION-A

Answer any Five Questions

Each question carries 5 marks

5 × 5 = 25 M

1. Write in detail about different Linen giving example.
2. Explain inventory control.
3. Write briefly the skills required to handle guest.
4. Write the general procedure of washing linen.
5. Explain the floor polishing procedure.
6. Explain the cleaning of chandelier.
7. Explain in detail about carpet cleaning.
8. Write about guest room fixture and fitting.

Section-B

Answer ALL

Questions

Each question carries 10 marks

5 × 10 = 50 M

9. a) Write the procedure for cleaning of domes and high altitude area and what are the safety measures taken.

(or)

- b) Write the linen room and uniform room activities in detail.

10. a) Draw the layout of Laundry department and explain about the work units.

(or)

b) Write about care and cleaning of any five surfaces.

11. a) Explain the procedures for requisitioning fresh linen, guest and cleaningsupplies.

(or)

b) Explain the methods of cleaning public area in ahotel.

12. a) How do you handle different phonecalls.

(or)

b) Explain about the equipment and accessories for linen and uniform rooms and procedures of stock taking.

13. a) Write about the different cleaning agents. Discuss the principles inselection.

(or)

b) Elucidate the different cleaning equipment and discuss the standard and specifications for their selection.

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CT & HM-404 FOOD PRODUCTION - III

Outcomes of the course

At the end of the course the student will be able to demonstrate the following

A. Remembers and Explains in a systemic way

- Meaning of the terms like larder ,Gueridon Service and continentalcuisine.
- Principles and scope of hospitalityIndustry
- Concepts of appetizer andgarnishes.

B. Understands and Uses

- Understands the importance of training andsupervision
- Uses knowledge about registers used in foodproduction.

C. Critically explains, judges and solves

- Explains different servicingtechniques.
- Analyses the concepts of total quality management in foodproduction.

D. Working in out of prescribed area under a co – curricular activity

- Learning about quality cooking by visitinghotel.
- Standardisation of ingredients of continentalcuisines.

E. Practical Skills

- Planning different countries continentalcuisines.
- Hands on experience on techniques used in continentalcuisine.
- Preparation of basic recipes of different countries continental cuisines.

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CT & HM-404 FOOD PRODUCTION – III

Theory: 4 hrs/Practicals: 2 hrs

THEORY

Unit-I

Larder - layout - equipment used in the larder – responsibilities – Larder Chef - duties and responsibilities, Common terms - Continental cuisine: Countries and their styles of cooking

Unit – II

Kitchen space, storage space, Characteristic of food - Food purchasing - Dish washing.

Unit – III

Appetizers - Definition – Classification of appetizers, Garnishes, Sandwiches,

Hors d'oeuvres. Spreads – Types Garnishes - Importance of garnishing - Preparation & serving techniques.

Unit – IV

Basic Indian Gravies – Introduction – Gravies and Curries – Regional Gravies – Preparations of Gravy – Importance of Gravies

Unit – V

Production Management - Kitchen Equipments – Large Equipments – Small Equipments – Safety Precaution – Machinery - Fire Precautions fast food center and star hotels.

PRACTICALS:

1. Table Arrangements
2. Cutlery & Crockery

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3. Production practicals(VI)
4. Continental Cuisine: France, Italian, Chinese, Portuguese regional

REFERENCES:

1. A Text Book on Production Engineering by Dr. Swadesh Kumar Singh |(2019).
2. Textbook on Food Production and Operation by Vijay Tyagi |(2015).
3. Continental Cooking: For the Indian Palate Paperback– (2003) by Chand Sur
4. The Basics: The Techniques of Continental Cooking by Filip Verheyden

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CT& HM-404 FOOD PRODUCTION - III

Model Question Paper

Time: 3Hrs

Marks : 75

SECTION-A

Answer any Five Questions

Each question carries 5 marks

5 × 5 = 25 M

1. What is continental cookery?
2. Name the countries included in continental cooking.
3. Name the basic oil used in continental cooking.
4. Prepare a 7 course continental menu.
5. What type of utensils are used in continental cooking?
6. How is continental cookery different from Indian Cookery?
7. What is a past and explain?
8. What is the importance of wine in continental cookery?

SECTION-B

Answer ALL Questions

Each question carries 10 marks

5 × 10 = 50 M

9. a) Write the role of bread and pasta in continental cookery.
(or)
b) Write about wines and its role in continental cooking.
10. a) Write about different methods of cooking used in continental cooking.

(or)
7

b) Write in detail about the types of oil, herbs and sauces Used in continental cooking.

11. a) Write about the 5 basicsauces.

(or)

b) What is the importance of mis-en scene & mis-en place in any cuisine?

12. a) Write about French classical menu in detail.

(or)

b) Discuss about continental cookery in your point of view.

13. a) What is the role of fruit, vegetables and meat in continental cookery?

(or)

b) Write about Indian Gravies?

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CT&HM-405FOOD AND BEVERAGE SERVICES-III

Outcomes of the course

At the end of the course the student will be able to demonstrate the following

A. Remembers and Explains in a systemic way

- Understanding the concepts good restaurant layout.
- Learn about a concepts food and beverage services.

B. Understands and Uses

- Knowing about different types of kitchen design.
- Understanding the concepts of table plan and seating arrangements.

C. Critically explains, judges and solves

- Analyze the concepts of formal and informal banquets.
- Critically evaluate different types of guest services.

D. Working in out of prescribed area under a co – curricular activity

- Observing the duties and responsibilities of food and beverage staff by visiting various hotels.
- Planning of buffet.

E. Practical Skills

- Learn about service stillroom.
- Knowing about guardion service.
- Learning the techniques of food preservation.

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CT&HM-405FOOD AND BEVERAGE SERVICES-III

Theory: 4 hrs/ Practicals: 2 hrs

THEORY:

Unit-I

Cheese and their services – Manufacture of Cheese – Categories of cheese – Service of cheese – Key terms .

Unit – II

Room service – types of room service – Room service organization – Room service equipments – Room service order flow.

Unit – III

Tea - Coffee and Cocoa – Manufacturing of Tea – Types of Tea - Coca and Chocolate - Manufacturing of Coffee – Types of Coffee – Manufacturing of Cocoa and Chocolate

Unit – IV

Guardian service – description –operation – Advantages &disadvantages- Equipment required. Buffets – planning &organization of buffets – types of buffets check list for buffet.

Unit – V

Briefing –need – training & its importance –supervisory-skills- cost reducing methods - Attendance register maintenance – types of TQM (Total Quality Management) – Definition – scope principles & scope is hospitality industry.

PRACTICALS:

1. Arrangements and Supervising formalfunction
2. Demonstration of crepe Suzette& BananaFlambe
3. Supervising meals service for Lunch, Dinner, Buffet, Bar Operations
4. Services or formalfunctions

REFERENCES:

1. Modern cookery part-I and Part-II
2. Basic banking S.D.Dubey
3. Food production manual – SudhirAndrews
4. Foodproduction

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CT&HM-405FOOD AND BEVERAGE SERVICES-III

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CT&HM 405 – FOOD AND BEVERAGES SERVICE - III

Model Question Paper

Time:3Hrs

Marks:75

SECTION-A

Answer any Five Questions

Each question carries 5 marks 5 × 5 = 25M

1. Categories of Cheese.
2. What is Room service order flow?
3. Different types of Coffee
4. Write about Manufacturing of Chocolate.
5. What do you mean by Guardian Services?
6. What type of equipment required for buffet services?
7. Write about service of Cheese.
8. Importance of training.

SECTION-B

Answer ALL Questions

Each question carries 10 marks 5 × 10 = 50M

9. a) Write the manufacturing of Tea and Coffee.
(or)
b) What is Cheese, write about service of Cheese?

10. a) Write about planning and organization of buffet.

(or)

b) What is the importance of Briefing, Training and Skill of staff in Hotel?

11. a) Write about service and operation of Guardianservices?

(or)

b) What are the scope and principals of Hospitality Industry?

12. a) What is T Q M? Importance of T Q M in Hotel?

(or)

b) Write about different types of room service.

13. a) Name any five types of room service equipment

(or)

b) Explain different types of buffets.

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CT & HM 406 – BAR MANAGEMENT

Outcomes of the course

At the end of the course the student will be able to demonstrate the following

A. Remembers and Explain in a systemic way

- Principles of bar management.
- Explore the concepts of bar.

B. Understands and Uses

- Understanding the types of bars.
- Importance of bar designing and layout according to place.

C. Critically explains, judges and solves

- Knowing about the service procedure in bar.
- Examining the beverage control procedure.
- Identifying the need for guest relation.

D. Working in out of prescribed area under a co – curricular activity

- Observe laws affecting food & beverage operations.
- Visit to a bar in a hotel and observation.

E. Practical Skills

- Preparation of different cocktails.
- Preparation of different mocktails.
- Work on order procedure in a bar.

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CT & HM - 406 BAR MANAGEMENT

Theory: 4 hrs/ Particals: 2hrs

THEOR

Y UNIT

-I

Fundamental of beverage -Beverage controlling -Calculation of cost, Methods of beverage control – Control Checklist.

UNIT -II

Bar service procedure – Service industry- Introduction –Bar Works- Bar equipment- bar preparation- bar service – bar taking orders- various types of cocktails –strong methods to be followed in bar

UNIT-III

Guest relation –sales analysis - Dealing with customer complaint, Maintaining keg & drink maintaining cellar- providing service. Customer relations personal presentation –customer contact –Control and pest cleaning schedulescleaning

UNIT-IV

Management information- Laws affecting food and beverage operations – energy management – automatic data procedures- Management information system – sales analysis-

UNIT -V

Safety and hygiene maintenance- Maintaining or sale secure working - environment on event of fire-on event of accidents-Professional and hygiene appearance.

PARCTICALS:

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1. Learn about measuring equipment.
2. Preparation mocktails.
3. Preparation of cocktails.
4. Garnishing for beverages

REFERENCES:

1. Bar management and operation -Gajananshrike
2. Principle and practice of bar and beverage management -JamesMurphy
3. Responsible sales service and marketing of alcohol for tourism hospitality and retail industry_ JamesMurphy.

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CT&HM 406 – BAR MANAGEMENT

Model Question Paper

Time:3hrs

Marks : 75

SECTION - A

Answer any 5 questions.

Each question carries 5 marks

5×5 =25

1. What is beverage control?
2. What is a bar?
3. Name any 5 types of alcoholic beverages.
4. Define cocktail.
5. What is control Checklist?
6. Name 10 bar equipment.
7. Write about Cleaning schedule in Bar.
8. What is maintenance of cellar?

SECTION – B

Answer all questions

Each question carries 10 marks

5×10=50

- 9.) a. Write about various fire equipment in bar.

b. write about the various method of beverage control.

10. a. Write about bar words, equipment & preparation & Maintenance.

(or)

b. Write about Beverage Control & Calculation of cost.

11. a. How do you take a Bar order?

(or)

b. Write the Fundamental of
Beverage control.

12. a. Write do you maintain customer
complaint.

(or)

b. How do you maintain keg?

13. a. How do you deal with various Accidents an in case of emergency?

(or)

b. What is bar – write about different types of bar?
