

POKHARA UNIVERSITY

Level: Bachelor

Semester: Fall

Year: 2024

Programme: BHM

Full Marks: 100

Course: Food and Beverage Service III (New)

Pass Marks: 45

Time: 3 hrs.

Candidates are required to answer in their own words as far as practicable. The figures in the margin indicate full marks.

Section “A”

Very Short Answer Questions

Attempt all the questions. [10×2]

1. Discuss any four information you can get while reading wine label.
2. What is winter dormancy in vinification?
3. List down guidelines of serving Perry.
4. Define solera system.
5. Mention different component of grapes and list its contribution.
6. Why are most aged red wines decanted?
7. List down the wine region from norther Italy.
8. What is disgorgement process?
9. Define Estufado.
10. Define late harvest and its effect on grape.

Section “B”

Descriptive Answer Questions

Attempt any six questions. [6×10]

11. Describe Aromatized wine. Elaborate Sherry production process in detail.
12. Highlight the different faults in wine and suggest the possible way to overcome it.
13. Illustrate vineyard lifestyle of a grape vine in brief.
14. Identify the key difference between fermentation and distillation methods.
15. List down the various wine region of France. Explain the wine law from Bordeaux region.
16. Write down the Standard Operating Procedure (SOP) for the service of prosecco with 13.5% ABV.
17. Define beer and its types. Explain the manufacturing process of beer in detail.

Section “C”

Case Analysis

18. *Read the case situation given below and answer the questions that follow: [20]*

Thomas is a newly hired experienced Sommelier of world famous hotel Burj Al Arab. On his one week observation period, he noticed that there are

several complaints received regarding the wine services provided by the sommelier team. Thomas has the challenge to form an efficient team, as well as save the brand name of the hotel, which is known as only one 7 star hotel in the world and current average rating of the guest satisfaction of Food and Beverage service is 10 out of 10.

Few major regular complains were: Serving of Faulty wine, incorrect temperature of wine service, Delivery of Incorrect wine and glassware, extremely slow wine service, billing discrepancies, red wine served was off and temperature was not proper, dislikes of wine but no proper response from the server, staffs being unaware of aperitifs and digestives available in the restaurant, and red wine not being served properly.

Questions:

- a. Make a Standard Operating Procedure to serve Red Wine.
- b. How would you tackle the comment of “Off Red wine was served”?
- c. Explain food and wine harmony in brief with example.
- d. Being an experienced sommelier, what steps Thomas would consider to handle all above mentioned situation?

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Section "A"

Very Short Answer Questions

Attempt all the questions. [10×2]

1. Highlight the features of invalid cooking practice in bulk food production process.
2. Enlist at least four holding equipment used by bulk operation.
3. Define cream and list its type.
4. Enlist six cheeses of specific country from around the world.
5. Define charcuterie and forced meat with examples.
6. Differentiate between methods used in preparation of terrine and galantine.
7. Explain the nutritive value of eggs.
8. Explain the characteristics of fast food from guest and host perspectives.
9. Articulate your understanding on "Science and Arts" of cookies preparation.
10. Nepalese staple food is wholesome and handsome. Discuss.

Section "B"

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Define bulk food productions. Justify the importance of bulk food production in catering establishment.
12. Define cheese. Sketch and explain the manufacturing process of cheese.
13. Draw the kitchen organization chart of grade manger/larder staff. Write down the duty and responsibility of grade manger.
14. Draw the structure of egg and explain its part. What are the selection criteria of egg?
15. Explain Indian regional cuisine and their popular dishes all around the world.
16. Define convenience food. Describe the role of convenience foods in catering industry.
17. Elaborate the concept of Chaud Froid with its types and also highlight applications of its in culinary preparation.

Section “C”
Case Analysis

18. *Read the case situation given below and answer the questions that follow: [20]*

Total Disaster at a Banquet

Pullman Bangsar German caters to government and private institutions within German Metropolitan City and its vicinity. Recently the department of roads and highways organized a tea party in the Grand Ball Room amidst a special function attended by the German Transport Minister Dato Liow Tiong Lai, employees of roads and highways, contractors and engineers totaling to some 1900 persons. The menu featured assorted sandwiches, short cakes, pisang goring (German banana fritters), ayamkari puff (chicken pasties), kirpikbawang (onion fritters), Asian cookies made from glutinous rice and sago flour and kuihsus (mini profiteroles filled with spicy minced chicken).

Unfortunately, the combi oven used for baking cakes and cookies broke down exactly two days before the function. The pastry chef Fachroedin Abdul Rahman and his team were compelled to use the deck oven which was lying in the bakery kitchen for so long.

Two variety of cookies included putrisaljhu (snow flaked cookies) and nastar (pineapple cookies) made from runner mixture (cake mixture) turned flat, developed cracks on the surfaces and stuck onto the bottom of the baking tray. The General Manager, Mr. Tara Jung Thapa became furious over this incident and issued a strong memo to the pastry chef and his team.

Questions:

- a. Explain some of the reasons which might have caused the cookies to turn flat and stick onto the bottom of the baking sheet. [5]
- b. As student of culinary arts what suggestions would you give to the pastry chef to avoid such disaster taking place in the future? [5]
- c. Name and explain some common faults during making of cookies. [10]

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Course: Hospitality Statistics (New)

Pass Marks: 45

Time: 3 hrs.

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Section “A”

Very Short Answer Questions

Attempt all the questions. [10×2]

1. Differentiate between categorical and quantitative data.
2. Find mode if mean= 35 and median=25.
3. Arithmetic mean of 98 items is 50. Two items 60 and 70 were left out at the time of calculations. What is the correct mean of all the items?
4. What is the advantage of stem and leaf display?
5. Find third deciles from the following data?
6, 8, 12, 9, 5, 14, 18, 6, 21, 25, 36, 45
6. Find standard deviation from the following data:
X: 2, 3, 6, 9, 15
7. Define primary data and secondary data.
8. Define international and domestic tourist movement.
9. What is scatter diagram? Explain.
10. What is an index number?

Section “B”

Descriptive Answer Questions

Attempt any six questions. [6×10]

11. a. Write the difference between Descriptive and Inferential statistics.
- b. Explain the scope of statistics.
12. a. Draw Ogives and locate the value of median.

| | | | | | | | |
|--------------------|------|--------|---------|---------|---------|---------|---------|
| Expenditure in Rs. | 0-50 | 50-100 | 100-150 | 150-200 | 200-250 | 250-300 | 300-350 |
| No. of Persons | 15 | 20 | 25 | 30 | 25 | 20 | 15 |

- b. Represent the following daily wage distribution of 120 workers by means of Histogram indicate mode.

| | | | | | | | |
|----------------|-------|-------|-------|-------|-------|-------|-------|
| Wages (in Rs) | 10-20 | 20-30 | 30-40 | 40-50 | 50-60 | 60-70 | 70-80 |
| No. of workers | 8 | 19 | 28 | 18 | 10 | 7 | 4 |

13. a. A famous restaurant in Dhangadhi uses a questionnaire to ask customers how they rate the server food quality, cocktail, price and atmosphere at

restaurant. Each characteristic is rated on a scale of outstanding (O), very good (V), good (G) average (A) and poor (P) the result of surveying 50 customers shows as the following response

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| G | O | V | G | A | O | V | O | V | G |
| O | V | A | V | O | P | V | O | G | A |
| O | O | O | G | O | V | V | A | G | O |
| V | P | V | O | O | G | O | O | V | O |
| G | A | O | V | O | O | G | V | A | G |

- Construct a frequency distribution to summarize the Data.
- Draw a percentage bar diagram.

b. The expenditure of 30 families is given as below:

| | | | | | |
|------------------|-------|-------|-------|-------|--------|
| Expenditure (Rs) | 50-60 | 60-70 | 70-80 | 80-90 | 90-100 |
| No. of families | 3 | ? | 10 | 7 | ? |

If the mean is 75, find the missing frequency.

14. Following are marks secured by Mr. A and Mr. B in 10 tests of 50 marks each.

| Test | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|------|----|----|----|----|----|----|----|----|----|----|
| A | 24 | 37 | 27 | 30 | 31 | 34 | 36 | 26 | 29 | 33 |
| B | 22 | 40 | 38 | 24 | 26 | 36 | 34 | 28 | 30 | 27 |

- If the consistency of performance is the criterion for awarding a prize. Who should be awarded by the prize?
- Who is better?
- Who is more intelligent?

15. a. Highlight the need and importance of tourism statistics for the promotion of tourism sector.

b. What are the components of time series? Explain.

16. a. Express the following data using pie- chart.

| Items | Expenditure as percent of total |
|---------------|---------------------------------|
| Food | 50 |
| Clothing | 15 |
| Housing | 10 |
| Fuel | 5 |
| Education | 10 |
| Entertainment | 5 |
| Miscellaneous | 5 |

b. What are the tourism indicators measurements of Nepal? Explain.

17. The following table represents driving speed and mileage of a motorbike for 10 days.

| | | | | | | | | | | |
|--------------------------|----|----|----|----|----|----|----|----|----|----|
| Driving speed (in km/hr) | 30 | 50 | 40 | 55 | 30 | 25 | 60 | 25 | 50 | 55 |
| Mileage (in km/ltr) | 28 | 25 | 25 | 23 | 30 | 32 | 21 | 35 | 26 | 25 |

a. Calculate correlation coefficient and interpret the result.
 b. Estimate the mileage if driving speed is 60km/hr.

Section “C”
Case Analysis

18 *Read the case situation given below and answer the questions that follow: [20]*

a. Calculate the price index number of a group of four commodities by using (a) Laspeyre's formula (b) Fisher's formulae and (c) Paasche's formula.

| Commodity | Base Year | | Current year | |
|-----------|------------|----------|--------------|----------|
| | Price/unit | Quantity | Price/unit | Quantity |
| A | 5 | 100 | 6 | 150 |
| B | 4 | 80 | 5 | 100 |
| C | 2.5 | 60 | 5 | 72 |
| D | 12 | 30 | 9 | 33 |

b. Below are the annual productions of sugar (in thousand tons) of factory.

| Year | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|------------|------|------|------|------|------|------|------|------|
| Production | 91 | 85 | 92 | 95 | 92 | 87 | 99 | 85 |

a. Fit a straight-line trend by the method of least squares.
 b. Tabulate the trend values.
 c. Plot the given figures on a graph and show the trend line.
 d. What is the monthly production?
 e. Estimate production of sugar for the year 2016.

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Course: Management Information System (New)

Pass Marks: 45

Time: 3 hrs.

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Section "A"

Very Short Answer Questions

Attempt all the questions. [10×2]

1. What is RAM and ROM?
2. What is the role of data in information system?
3. List any four benefits of POS.
4. What do you mean by Peer to Peer network?
5. What is EIS?
6. What is Electronic Data Interchange (EDI)?
7. Mention any two differences between e-commerce and e- business.
8. What is the full form of : e-CRM and ERP.
9. Define Hotel Operating System.
10. Define Global Distribution System.

Section "B"

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. What is Computer? Explain memory characteristics based on memory hierarchy.
12. What are the most effective ways to attract and retain customers for a hospitality e-commerce business using digital marketing?
13. What is Customer Relationship Management, and what are its phases? Discuss the advantages and challenges associated with CRM.
14. Explain the Approaches of MIS Development.
15. Explain the challenges of Telecommunication Network in Hospitality Industry.
16. Write shorts notes on
 - a. Decision Support System
 - b. Executive Support System
17. Define Information System. Explain the fundamental resources of Information System.

Section "C"
Case Analysis

18. *Read the case situation given below and answer the questions that follow: [20]*

Transforming Hospitality through E-Commerce in Nepal

In recent years, the hospitality industry in Nepal has seen a significant transformation driven by the adoption of e-commerce technologies. A notable example is "Himalayan Stay," a mid-sized hotel chain operating in Pokhara and Kathmandu. Recognizing the growing trend of online bookings and digital customer engagement, the company implemented an integrated e-commerce strategy to attract domestic and international travelers.

The company partnered with third-party platforms like Booking.com and Airbnb while also revamping its website to include direct booking features, customer reviews, and 360-degree virtual tours of its rooms and facilities. Moreover, they introduced a loyalty program accessible via a mobile app, offering discounts for repeat customers and referrals.

However, this transition wasn't without challenges. Traditional staff needed training to handle digital inquiries, and there were concerns about maintaining data security, especially after a minor breach involving customer information. Additionally, some customers still preferred face-to-face interactions and found the online process impersonal.

Despite these hurdles, the new e-commerce model resulted in a 30% increase in bookings within a year, particularly from international tourists. Himalayan Stay now plans to further integrate advanced tools like AI-based chatbots and dynamic pricing models to enhance customer satisfaction and optimize revenue.

Questions:

- a. As a consultant, suggest how Himalayan Stay could address the challenge of data security in their e-commerce operations.
- b. Design a strategy to encourage customers who prefer traditional methods to adopt e-commerce tools without feeling disconnected.
- c. Analyze the benefits and potential risks of integrating AI-based chatbots in Himalayan Stay's e-commerce platform.
- d. Compare the effectiveness of partnering with third-party platforms versus focusing on direct bookings through the company's website.

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Programme: BHM

Full Marks: 100

Course: Room Division Management I (New)

Pass Marks: 45

Time: 3 hrs.

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Section "A"

Very Short Answer Questions

Attempt all the questions. [10×2]

1. What do you understand by hospitality?
2. Draw the format of room tariff card.
3. Mentions the different types of traditional front office equipment's.
4. Define reservation amendment.
5. Define the term overbooking.
6. What is group reservation?
7. Define the arrival stage.
8. Mention the various rules that should be considered during foreign exchange.
9. What are the sources of front office communication?
10. Explain the role of the front office department.

Section "B"

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Discuss about the origin, growth and development of hospitality industry.
12. Draw the organization chart of front office department of the large hotel and explain the duties and responsibilities of FOM, GRE and Cashier.
13. What are the different phases of Guest Cycle? Explain.
14. Explain about registration and why it is important? Describe the procedure for guest registration.
15. Why is guest satisfaction important during the occupancy stage of the guest cycle?
16. Briefly discuss the various sources of reservation.
17. Define departure stage. Explain the luggage handling procedure during departure stage.

Section "C"
Case Analysis

18. *Read the case situation given below and answer the questions that follow: [20]*

The Green Horizon Resort is a 150-room boutique resort located in a scenic mountain destination, known for its eco-friendly amenities and luxury services. The resort offers a variety of room types, including standard rooms, mountain-view suites, and private villas. It prides itself on providing a unique experience that blends luxury with sustainability, catering primarily to high-income leisure travelers.

Problem: The resort has been facing challenges in balancing guest satisfaction with profitability. While it has been successful in attracting eco-conscious travelers, it has recently struggled with the following issues:

1. **Seasonal Fluctuations:** The resort experiences high demand during the summer months and holidays but faces significant occupancy drops during the off-season (fall and spring).
2. **Guest Expectations vs. Operational Costs:** The resort's commitment to sustainability and luxury services, such as organic food, solar energy, and waste reduction initiatives, leads to higher operational costs. However, the resort's pricing has remained static and does not reflect these increased costs.
3. **Competition from Nearby Resorts:** Several new luxury resorts have opened nearby, which offer competitive pricing and similar amenities, putting pressure on the Green Horizon Resort's market share.
4. **Underutilized Amenities:** Despite offering luxury amenities like a spa, outdoor activities, and organic dining, the resort has noticed underutilization of these services, particularly in off-peak seasons.

Questions:

- a. How can the Green Horizon Resort handle the seasonal fluctuations in occupancy?
- b. What strategies could the resort employ to align guest expectations with the rising operational costs, especially while maintaining its eco-friendly brand?
- c. What pricing strategies can the Green Horizon Resort adopt to remain competitive against nearby resorts?
- d. How can the resort increase the utilization of its amenities, particularly during off-peak seasons?