

**SCHEME OF EXAMINATION**  
**MASTER OF HOTEL MANAGEMENT (MHM)**  
**TWO YEAR PROGRAMME (SEMESTER SYSTEM)**  
**2011**

**Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks the theory marks secured by the candidate shall be proportionately enhanced.

**First Semester**

<b>Paper</b>	<b>Nomenclature</b>	<b>External</b>	<b>Internal</b>	<b>Total Marks</b>
DEMHHM -101	Corporate Communication	70	30	100
DEMHHM -102	Front Office & Public Relation	70	30	100
DEMHHM-103	Team Management	70	30	100
DEMHHM -104	Accommodation and Leisure Management	70	30	100
DEMHHM -105	Food Production Techniques	70	30	100
DEMHHM -106	Workshop on Personality Development	70	30	100

**Second Semester**

<b>Paper</b>	<b>Nomenclature</b>	<b>External</b>	<b>Internal</b>	<b>Total Marks</b>
DEMHHM- 201	Supervision in Hospitality	70	30	100
DEMHHM -202	Alcoholic Beverages	70	30	100
DEMHHM -203	Advance Food Production	70	30	100
DEMHHM -204	Food and Beverage Operations and Control	70	30	100
DEMHHM -205	Hospitality and Tourism Economics	70	30	100
DEMHHM -206	Workshop on Computer Applications			100

**MASTER OF HOTEL MANAGEMENT (MHM)  
TWO YEAR PROGRAMME (SEMESTER SYSTEM) 2011**

**Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks the theory marks secured by the candidate shall be proportionately enhanced.

**First Semester****CORPORATE COMMUNICATION****PAPER CODE: DEMHM-101****External: 70****Internal: 30****Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks the theory marks secured by the candidate shall be proportionately enhanced.

**1. Principles of Communication**

Introduction, Meaning and Definition of Communication, Scope of Communication, Nature of Communication, Process of Communication-models and theories, Communication Network, Types of Communication, Importance of Communication, Difference between Oral and Written Communication, 7C's and 4S's.

**2. Listening Skills**

What is Listening?, Definition of Listening, Meaning and Importance of Listening, Listening Process, Types of Listening, Types of Faculty Listening, Barriers in Listening, Why Barriers Succeed, Bad Listening Habits, Guidelines for Effective Listening.

**3. Oral Skills**

Introduction, Noise, and Barriers to Communication, Listening, Feedback, and Telephonic Message, Guidelines for Effective Oral Communication.

**Presentation Skills**

Planning, Preparing, Practising, Presenting, Presentation to Different Groups.

**4. Non-verbal Communication**

Introduction, What is Non-verbal Communication?, Relationship of Non-verbal Message with Verbal Message, Types of Non-verbal Communication, Paralanguage, Kinesics, Proxemics, Touch, Clothing, Time, Case Study.

### 5. Public Speaking, Interview Skills

Selection of the Topic, Audience Analysis, Researching and Planning and Speech, Organizing the Speech, Wording the Speech, Developing Confidence and Overcoming Fear, Nature of Interview, Process of Interview, Type of Interview, Successful Interview, Appearance and Dress.

### 6. Meeting and Conference

Purpose, Procedure, Planning and Arrangement of Meeting and Conference, Chairmanship, Participation, Physical Arrangement, Nature and Definition of Meeting and Conference, Types of Discussion Groups, Regulating Speech, Organising Conferences, and Evaluating Oral Presentation.

## FRONT OFFICE AND PUBLIC RELATION

### PAPER CODE: DEMHM-102

**External: 70**

**Internal: 30**

#### *Note:*

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

### Unit I

**The Growth of Hospitality Industry:** Introduction, Brief History, Growth of Hotel Industry, Growth and Development of Hospitality Industry in India, Introduction, Western Impact, India Resumes, Development of Hotel Industry, Types of Hotels, Secondary Hospitality Establishment, Hotel Grading system, Changing Profiles of hotel Industry, Introduction to Front Office Department, Section of Front Office, The Bell Desk, reception and Information, Front Office Cashiers, lobby Manager's Desk, Business Centers, Reservations, Control and Credit Offices, Back Office, Crew Group Co-ordination, Importance of Job Descriptions, Job Descriptions of Front Office Assistants, Job Descriptions of Front Office Assistants, Job Descriptions of Front Office Cashier, Job Descriptions of Night Auditor, Job Descriptions of Bell Boy, Job Descriptions of Bell Caption, Attributes of Front Office Staff, Threat of Reception, Rules for the Front Office Staff, Front Office Tacticts, Front Office Psychology, Qualities of Front Office Staff, Dept of Front Office Co-ordinators with

### Unit II

**Reservation and Registration Management and Handling of Complaints:** Categorizing the Guest Room, Room Types, Room Status Reconciliation Sources and Modes reservation, Modes of Reservation, Reservation Management, Forecasting, Forecasting Factors, Completing Forecast, Forecasting Frequency, Forecasting Importance, Reservation Sale Management, Room Assignment, Registration Procedure and Importance of Registration, The Registration Form, Registration Procedure for Individuals and Groups, Dealing with Walk in Information, Check-out Time Day Rate and Discount, Meaning of Plan, Front Office Salesman ship, Types of complaints, Nature of Complaints and Classification of Complaints, Handling Complaints, Follow-up Procedure for Handling Complaints, Front Office Procedure for Emergencies.

### Unit III

**Front Office Responsibilities and Operations:** Front Office Communications, Logbook Meaning and Importance, Need of Maintaining by Logbook, Importance and Need in Maintaining Information Directory, Procedure and Ways of Mail handling in Hotel, Handling and Providing Telephone Services, Room Rack, Mail Rack and Key rack, The Main Function of the Information Department, receive Messages, Control of Guest Room Keys, Handle Guest Mail, Cables, Telexes etc, Paging, Providing Information to the Guest, Handling and Providing Telephone Services, Staffing, Value Added Services, Safe Deposit Boxes, Operations Administration.

**TEAM MANAGEMENT**  
**PAPER CODE: DEMHM-103**

**External: 70**  
**Internal: 30**

**Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

**Unit-1**

**Team Formation and Its Psychological Dimensions:** Team work, types of team, production or service team, action/ negotiation teams. Project and development teams, advice and involvement teams, types of team and their differences. What makes a good team, innovation, Kaizen and employee involvement, psychological dimension of team, social identification, self esteem at work, social representation theory.

**Unit-2**

**The Team and the Group Processes:** Group and team processes, group norms, change to group norms, functions of group norms, pivotal and peripheral norms. Team norms, Group and team cohesion, factors in group cohesiveness. Team cohesion, roles and skills, roles in working groups, group building and maintenance role, team roles, team management wheel, team management index, team skills.

**Unit-3**

**Principles of Team Building and Team Balance:** Principles of team building, five different approaches, team and its leader, principles of team leadership, team leadership and social identification, need of team balance, assessing the team strength, using team wheels, key work functions of team, advising innovating, promoting, developing, organizing, producing, inspecting, maintaining, linking, assessing.

**Unit-4**

**Team Management System:** Team management systems instrument, measuring instrument, evaluating team performance, psychometric approaches to the team management 16 PF and the OPQ. The team performance curve, signs and principles of high team performance, team decision-making.

**Unit-5**

**Implementing Team Work:** Innovating teams at work, features of innovative teams, team factors contributing to organization, how a team can influence an organization, minority influence, characteristics of innovative team, factors in team success.

**ACCOMODATION AND LEISURE MANAGEMENT**  
**PAPER CODE: DEMHM-104**

**External: 70**  
**Internal: 30**

**Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.

- Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

**Introduction to Housekeeping Department:** Introduction to Housekeeping department, Meaning of Housekeeping in Hotel, Types of Rooms, Housekeeping Layout, Responsibilities and Work, Attributes of Housekeeping Staff, Identifying housekeeping Responsibilities.

**Linen and Uniform Room:** Line Room, Par Stock, Inventory Control, Linen Hire, Stock Taking, Uniform & Linen, Hotel Housekeeping Fresh Linen.

**Laundry Services:** Laundry Services. Floral Art, Basic principle of visual art, Principles of Flower Arrangement, Condition of plant material, Materials used in the flower arrangement, Points to be remembered, General rules of making floral art, Meaning and importance of floral art in Hotel and making themes by using flower types of arrangements for making themes.

**Housekeeping Control Desk and Public Area:** Meaning and Importance of control desk, Role of Control desk, The documents and Registers maintained by control desk, Public Area cleaning, Care and Storage of out of Service Furniture.

**Other Housekeeping Practices:** Fire Prevention, Textiles, Training, First Aid, Budgeting, Lost and Found Procedure, Daily routine and system of Housekeeping department, Cleaning Equipment, Cleaning agents, Guidelines for handling complaints.

## FOOD PRODUCTION TECHNIQUES

### PAPER CODE: DEMHM-105

**External: 70**

**Internal: 30**

**Note:**

- There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
- Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

**Introduction to Production Management:** Definition, Culinary History, Nouvelle Cuisine, Aims and Objectives of Cooking Food, Basic Preparation, Equipments and Utensils, Safety and Security Precautions.

**Fish/Meat/Vegetables Cookery:** Fish Cookery, Egg Cookery, Meat Cookery, Vegetable Cookery, Spices Used in Western and Indian Cookery, Pulses, Rice, Name of Ingredients in Several Indian Language.

**Cooking Materials:** Foundation Ingredient, Preparation for Ingredients, Methods of Mixing Food, Texture, Methods of Cooking Food.

**Patisserie:** Variety of Pastries, Variety of Yeast, Small Cakes and Fruit Cakes, Glace and Butter Leing.

**International Cuisine:** French Cuisine, Italian Cuisine, Spanish Cuisine, Mexican Cuisine, Scandinavian Cuisine, Chinese Cuisine.

## WORKSHOP ON PERSONALITY DEVELOPMENT

### PAPER CODE: DEMHM-106

**External: 100**

**(a) Personality Enrichment**

Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body language use and misuse, Art of good Conversation, Art of Intelligent Listening

**(b) Stress Management**

Meaning, purpose, techniques

**(c) Personality Development Strategies**

Communication Skills, Presentation Skills, Public Speaking, Extempore Speaking, importance and art of 'Small Talk' before serious business

**(d) Interpersonal Skills**

Dealing with seniors, colleagues, juniors, customers, suppliers, contract workers, owners etc at work place

**(e) Group Discussion**

Team behavior, how to effectively conduct yourself during GD, do's and don'ts, clarity of thoughts and its expression

**(f) Telephone conversation**

Thumb rules, voice modulation, tone, do's & don'ts, manners and accent

**(g) Basic concept of Recruitment and Selection**

Intent and purpose, selection procedure, types of interviews

**(h) Preparing for interviews**

Self planning, writing winning resume, knowledge of company profiles, academics and professional knowledge review, update on current affairs and possible questions

**(i) Facing an interview panel**

Time – keeping, grooming, dress code, document portfolio, frequently asked questions and their appropriate answers, self – introduction, panel addressing, mental frame – work during interviews

**(j) Presentation**

Presentation skills, seminar skills role – plays

**(k) Electronic Communication Techniques: E mail, Fax,**

**(l) Travel & Hospitality Etiquettes: Bus , Train, Flight, Hotel Manners**

## SUPERVISION IN HOSPITALITY

### PAPER CODE: DEMHM-201

**External: 70**

**Internal: 30**

**Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

**Supervisor and Supervisory Management:** The Supervisors Role, Obligation and Responsibilities of Supervisors, The Supervisor in the Middle, Obligation to Owners, Obligation to Customers, Obligations to Employees, Supervision of Innovation Activities, The Functions of Management, Managerial Skills, Technical Skill, Human Skill, Conceptual Skill, Quality Emphasis, Total Quality Management, Employee Ownerships Plans, Imp. Considerations in Participations, Personal skill & Qualities, Fundamental concept, Critical challenges facing Today's Enterprises, The Managers' Changing Role, Resistances to Change, Supervision Through Feedback Control System, Supervision Through Effectiveness.

**Leadership and Communication:** Supervision through Leadership, The Nature of Leadership, Leadership, Demand placed on Leadership, Leadership style, Situational Leadership, Transformational Leadership, Developing your own style, Case Study, Communication, Type of communications, Why communication is important, Obstacles good communications, Listening/bad listening practice, How to listen. Interpersonal communication process, Directing people at work, Sending clear messages, Getting your messages accepted. Making a positive impact, Supervision through organizational barriers, Supervision through productivity, Definition of morale, Personality concept, Attitude concept.

**Create Positive Work Climate:** Key Management Function, Distinguish between leadership & Management, What is planning? Project Management, Organizing, Decision making process; Employee expectation & Need, Your Experiences & technical skills, The way you behave, Unwritten Rules & Customs, Person to Person Relationship, Human Needs, Motivation, Supervision through motivation, The Supervisor, The meaning & importance of group, The imp. Of teamwork, Happy Team, The Difference between groups & teams, The happy/productive team.

**Job Expectations:** Motivational Drives, Power, The Meaning and nature of Job Satisfaction, Dimensions of Job Satisfaction, Work organization & Job design, Desirable task & Job Characteristics, Job analysis, The Job Description, Performance Standards, Other parts of the Job Description, Uses of the Job Description in Recruiting & Hiring, Employee Stress, Training, Evaluation the Performance, Job & career, Setting up a performance standard system, Analyzing a Job, Job Satisfaction, Redesigning Training & Development Programmes, Training Methods, Supervision of a Transport System, Supervision through control activities.

**Recruitment and Selection Procedure:** The Labour market, Jobs to be filled, Days and Hours of Works, Sources of Workers, Characteristic of Labour Area, Determining Labour needs, Defining job Qualification, Forecasting Personal Needs, Training Versus Buying Skills, Legal Aspects of Recruiting and Selecting, Equal Employment Operating by Laws, Eco Laws and the Hiring Process, Negligent Hiring, Recruiting, Recruitment & selection of staff, Person Specification, Difficulties & distastes of the job, Self-selection by applicants, The imp. Of job analysis, Attracting suitable applicants, Recruiting Principles, Internal Recruiting, External Recruiting, Evaluating Recruiting, Selecting The Right Person, Method of Selection, The Application Form, The Interviews, Testing, The Reference Check, Making the Choice, The Selection Decision, Design of the Induction Programme, Making the Offer, Supervision through Incentive, Financial Incentives, Non Financial Incentives, Absenteeism & Turnover, Causes of absenteeism, Methods to reduce absenteeism, Causes of turnover, Methods to reduce turnover, Control, Contemporary issues in control.

## ALCOHOLIC BEVERAGES

**PAPER CODE: DEMHM-202**

**External: 70**

**Internal: 30**

**Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

**Unit 1**

**Wines:** Wine Definition, History of wine, Development and Expansion of wine trade. Grapes wines/Viticulture, Grape varieties, Classification of Wines, Stages in Wine Making/Vinification. Wine Producing Countries.

**Unit 2**

**Wines Equipment and Service:** Types of Glassware, Equipment for service of Wine, Service of Wines. Pre and Post Meal Drink, Liqueurs, Types of Liqueurs, Making of Liqueurs Service of Liqueurs.

**Unit 3**

**Spirits:** Spirits Introduction and Definition-Post still and Patent Still, Brandy, Whisky, Rum, Gin, Vodka. Tequila, Beer, History, Manufacture, Types of Beer, Service of Beer, Storage of Beer, Ethnic Beverages of the world. Alcoholic Content with Reference to Proof Spirit. Matching food and Beverages.

**Unit 4**

**Menu Terminology:** The Menu, Types of Menu, Table'd hote. A la carte, Compiling of Menu, French Classical Menu sequence. Menu Knowledge-Glossary.

**Unit 5**

**Cocktails:** Mixed Drinks. Classification of Mixed Drinks, Making Cocktails, Whisk(e)y based Cocktails. Gin based Cocktails, Brandy based Cocktails, Rum based Cocktails, Vodka based Cocktails, Wine based Cocktails, Tequila based Cocktail

**ADVANCE FOOD PRODUCTION****PAPER CODE: DEMHM-203****External: 70****Internal: 30****Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

**Kitchen Management:** Placement of equipment, Flow of work, Budgeting for equipment, Hierarchy and staffing of kitchen stewarding department, Garbage disposal.

**Stocks Fumets, Glazes Essences, Aspics:** Recipes and quantities-8 of the above.

**Consomme:** Clarification and recipe for 8 lit of consommé, Different garnishment used consommé.

**Pasta and Rice-Manufacture, different types and recipes:** Fish method of preparation of different sauces served with fish

**Meat Structure selections storages method of preparation:** Cuts over temperature and cooking, Pultry and ground game Classification selection method of cooking

**Modrrn techniques in preparation:** Microwave, infrared vacuum reduction, Convection radiation cook chill cook freeze, Convenience foods, glossary of elementary terms (International)

**International Cuisine:** Great Britain, Italian, Spanish, Scandinavian French Chinese, Greek

**Larder Organization:** Control Liaison, Equipment, Cold Buffet, Charcutier,

**Non-Edible Display:** Ice carving, Fruit and Vegetable display, Salt Dough Pate.



## FOOD AND BEVERAGE OPERATIONS AND CONTROL

### PAPER CODE: DEMHM-204

**External: 70**

**Internal: 30**

**Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

**Place of Catering in Hospitality Industry:** What is a Catering Establishment?, The Food & Beverage Operation Sector, Principles & Function of Catering Management, Variables in Food Service Operation, Food & Beverage Service Methods

**Staff Organization:** Staff Organization of Restaurant, The Organization Chart of Catering Management, Types of Services in Hotels, The Services of Breakfast & afternoon Tea, Specialized Form of Services

**Attributes of Service Staff:** Attributes of Service Staff, Attributes of Good Waiter, What is W-A-I-T-E-R? Work Related Attributes, Some things that efficient Service Personnel should avoid, Food & Beverage Service Area & Equipment, Size of Equipments

**Planning Organization and Supervision:** Service Areas, Planning Organization and Supervision in Food & Beverage Outlets, Functions of Management, The Menu

**Fundamentals of Food and Beverage Control:** Food Cost Control, Method of Controlling Food Costs, Calculation and Cost Statement, Gross Profit Ratio, Food Cost Ratio, Costing of Dishes, Meals and Events, Meal or Menu Costing, Costing for Events, Making Pricing Decisions, Beverages and Bar Control, Types of Bar and Beverage Operation, Bar Mise-en-Place Morning Shift, Beverage Operations, Managing Bar and Beverage Operation, Cocktail Bar, Bar and Cocktail List, Design of the Cocktail Bar, Equipment for Cocktail Bar, Glassware, Planning of the Bar, The Future of Bar, Social Concerns & Management, Changing Drinking Patterns, Bases for Spirits, Attributes of Bar Personnel, Special Consideration in Bar & Beverage Marketing, The Marketing Mix, Beverage – Pricing Strategic, Bar Control Systems.

## HOSPITALITY AND TOURISM ECONOMICS

### PAPER CODE: DEMHM-205

**External: 70**

**Internal: 30**

**Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

**Unit-1**

**Introduction to Economics:** Introduction to Micro Economics, Micro Economics, Ceteris Paribus, Concept and Types of Equilibrium, Positive and Normative Economics, Relation between Economics and Managerial Economics, Functions, Equations, Identities, Graphs, Lines and Slopes, Limits and Derivatives, Shifts of and Movement Along Curves, Time Series and Scatter Diagrams.

**Unit-2**

**Demand Analysis:** Introduction Objectives, Consumer Theory, Derivation of Demand Curve, Market Demand, Price Elasticity of Demand, Elasticity of Demand and Total Revenue, Income Elasticity of Demand, Cross-Price Elasticity of Demand, Demand Forecasting, Time-series Analysis, Review of Key Terms.

**Unit-3**

**Supply and Cost Analysis:** Objectives, Price Elasticity of Supply, Supply and Costs, Short-run Costs, The Short-run Supply Curve Under Perfect Competition, Long-run Costs, Internal Economies of Scale, External Economies of Scale, Review of Key Terms.

**Unit-4**

**Market Structure:** Meaning, Classification of Markets, Perfect Competition, Monopoly, Duopoly, Oligopoly, Monopolistic Competition.

**Unit-5**

**The Hotel Industry and Economic Development:** Role of Economics in the Hotel Industry, Historical Background, The Lodging Industry, Hoteling in India, Significance of the Hotel Industry, Tourism, Forms of Tourism, Objectives of Tourism, Significance of Tourism, Growth of Tourism, Foreign Exchange Earnings between 1991–2001, The Types of Hotels, Constraints of Tourism, Tourism Policy, Economic Development, Meaning and Measurement of Economic Growth, The Causes of Economic Growth, Economic Growth in Developing Countries.

## **WORKSHOP ON COMPUTER APPLICATIONS**

### **PAPER CODE: DEMHM-206**

**External: 100**

**Unit I**

**Introduction to Computers:** Introduction to Computer: Classification, Generations, Organization, Capabilities Characteristics & Limitations, Application of Computer in Hotel.

**Unit II**

**Introduction to Computer Hardware:** Components of Computers-Hardware: Hardware elements - input, storage, processing & output devices. Block diagram of computer,

**Unit II**

**Introduction to Computer Software's & MIS:** Types of Software, System Software, Application Software, Utility Software's, Use of MS-Office: Basics of MS-Word, MS-Excel and MS-Power Point, Concept and definitions of MIS, Role of MIS, Characteristics of MIS, Limitations of MIS.

**Unit IV**

**Introduction to Internet & E-Commerce:** Introduction to Internet: Definition of networks, concepts of web page, website and web searching (browsing).Benefits, Hardware and Software requirements, Web Browser, Search Engines, E-Commerce, Concept, framework, advantages, applications, basic infrastructure requirement, E-commerce categories.

**Practical:** In ref to Theory Syllabus