

**BBA in THM (NEP) Sem.-5 Examination
DSC-C-THM-352**

Service Mgmt. in Hospitality Ind.

Time : 2.00 Hours]

December-2025

[Max.Marks : 50

Instructions:

- 1) **Figures to the right indicate Full Marks.**
- 2) **Do not write anything on the question paper.**
- 3) **Do not use scientific calculator.**

Q.1 Explain In detail - Customers and Relationships in Food & Beverage (F&B) Service, including Definition, Segmentation, and Retention of Customers. 10

Q.2 Explain in detail - Expectations and Satisfaction: Quality and Confidence in the Food & Beverage (F&B) Service Department 10

OR

Explain the terms in detail -- English Service.

Q.3 Explain in detail -- Supply Relationships in Hospitality. 10

OR

Define the terms: (A) Ala Carte menu (B) Table de hote menu

Q.4 Explain in detail -- Service Providers in F&B Service Management. 10

OR

Explain the terms in detail -- American Service.

Q.5 Which are the Steps to Take an Order Through Tablet? 10

— X —