FRONT OFFICE (SEMESTER - 6)

CS/BHM/SEM-6/HM-601/09
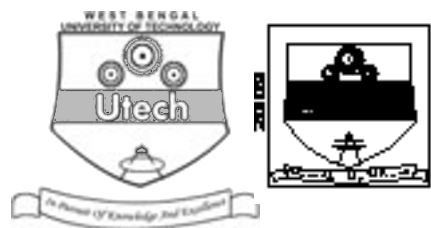
1. ....
    Signature of Invigilator

2. ....   **Reg. No.**
    Signature of the Officer-in-Charge

Roll No. of the Candidate

- -

CS/BHM/SEM-6/HM-601/09
ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009
FRONT OFFICE (SEMESTER - 6)

Time : 3 Hours]   [Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
2. a) In **Group – A**, Questions are of Objective type. You have to answer the questions in the space provided **marked Answer Sheet**.
   b) For **Groups – B** & **C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
4. Read the instructions given inside carefully before answering.
5. You should not forget to write the corresponding question numbers while answering.
6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
7. **Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
9. Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

FOR OFFICE USE / EVALUATION ONLY
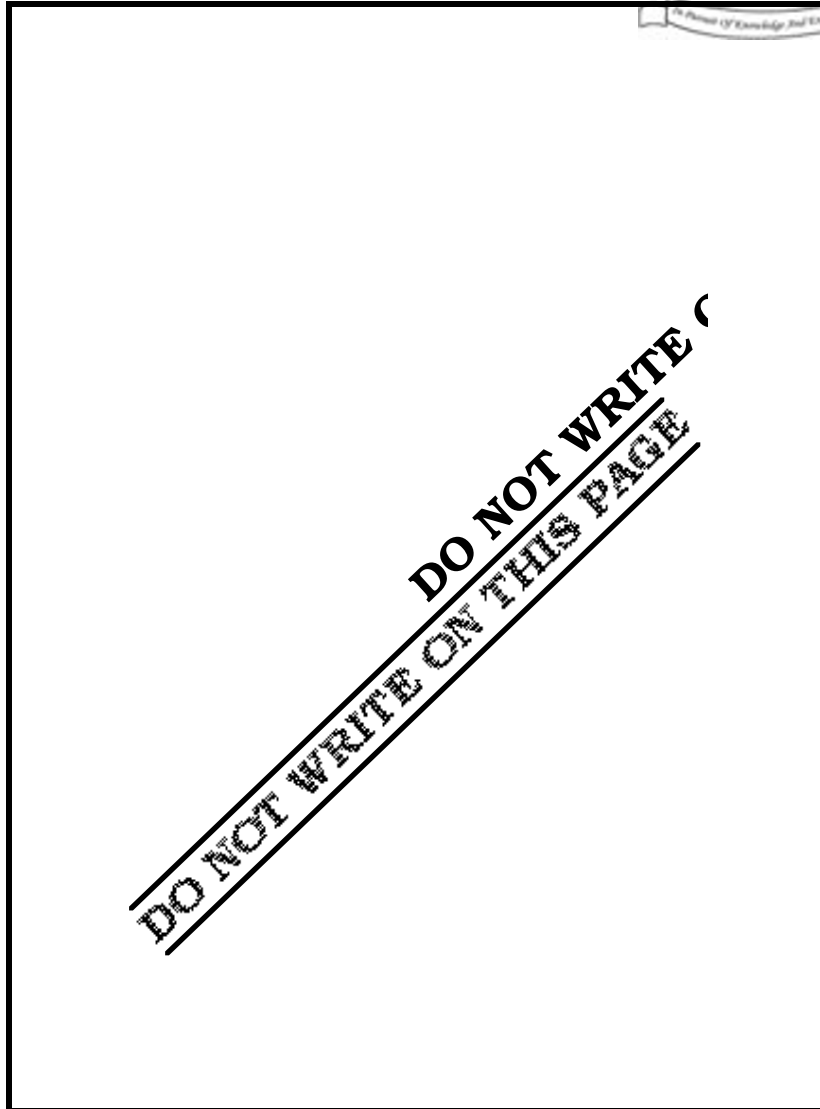Marks Obtained

				Group – A					Group – B		Group – C			Total Marks	Examiner's Signature
Question Number															
Marks Obtained															

....
Head-Examiner/Co-Ordinator/Scrutineer

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ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009

FRONT OFFICE

SEMESTER - 6

Time : 3 Hours]　　　　　　　　　　　　　　　　　　　　[Full Marks : 70

GROUP – A

(Objective Type Questions)

1. Answer any *ten* of the following questions briefly :　　　　10 × 1 = 10

   i)　　What is the full form of ISO ?

   ii)　　What is a heritage hotel ?

   iii)　　What is a motel ?

   iv)　　What is the difference between needs and wants ?

   v)　　What do you understand by label ?

   vi)　　Define promotion.

   vii)　　What is REVPAR ?

   viii)　　How will you find out the occupancy percentage of a hotel ?

   ix)　　Define marketing.

   x)　　Define brand.

   xi)　　What is a master folio ?

   xii)　　What is niche marketing ?

   xiii)　　What do you understand by scanty baggage guest ?

   xiv)　　What is substitute selling ?
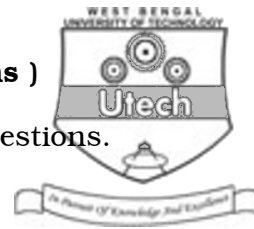
   xv)　　What do you understand by upgrade ?

4

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following questions. 3 × 5 = 15

2. Write in brief about PLC.

3. Briefly explain Market Segmentation.

4. Differentiate between Marketing and Selling.

5. What are the various ways by which sales promotion is done ?

6. What is market research ?

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following questions. 3 × 15 = 45

7. What is the importance of TQM in Hospitality Industry ?

8. Write in detail Deming's Quality Principle.

9. What is marketing mix ? How is service marketing different from product marketing ?

10. What is selling in Hospitality Industry ? What are the various steps to improve selling of rooms ?

11. What is marketing plan ? What are the various steps for a service marketing plan ?

————————

END