



Name :

Roll No. :

Invigilator's Signature :

CS/BHM/SEM-6/HM-601/2010

2010

FRONT OFFICE

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Objective Type Questions)

1. Write in brief the following topics : 10 × 1 = 10
- a) ISO
 - b) 4P's of Marketing
 - c) Marketing
 - d) Selling
 - e) Segmentation
 - f) PDCA
 - g) TQM
 - h) Hospitality
 - i) Promotion
 - j) Niche market.

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GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

3 × 5 = 15

2. Briefly write the steps of Market Research.
3. How is up selling done in hotels ?
4. Briefly explain the behavioral segmentation.
5. What are the various tools of sales promotion ?
6. Briefly explain PLC.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

3 × 15 = 45

7. Explain the principles of TQM and its importance in hotels.
8. Explain 4 P's of marketing. How is it different from 7 P's of service marketing ?
9. What are the steps for developing a service hospitality program ? Explain briefly.
10. Differentiate between Selling & Marketing. Explain the importance of marketing in hotel industry.
11. Explain in detail Deming quality principle.

