

Name :

Roll No. :

Invigilator's Signature :

CS / BHM(OLD) / SEM-6 / HM-601 / 2011

2011

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

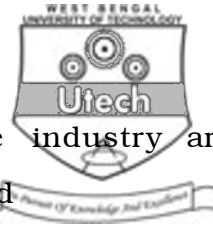
(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

- i) The three types of pricing objectives are financial, volume and
- | | |
|----------------|-------------------|
| a) demand | b) supply |
| c) competition | d) none of these. |
- ii) is the study of population.
- | | |
|----------------|-------------------|
| a) Pneumatics | b) Psycographics |
| c) Demographic | d) None of these. |
- iii) The four stages of a product life cycle are introduction, growth, maturity and
- | | |
|------------|-------------------|
| a) decline | b) demise |
| c) revival | d) none of these. |

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- iv) The four characteristics of service industry are intangibility, perishability, ownership and
- a) speed
 - b) behaviour
 - c) homogeneity
 - d) none of these.
- v) Marketing communications that serve specifically as incentives to stimulate sales on short time basis are known as
- a) promotions
 - b) discounting
 - c) yield management
 - d) none of these.
- vi) The level of output needed from the staff is
- a) job specification
 - b) performance standards
 - c) job appraisal
 - d) job list.
- vii) The list of qualities, skills and traits of a person needed to perform a job is
- a) job specification
 - b) performance standards
 - c) job appraisal
 - d) job list.
- viii) Hospitality service industry equals to
- a) 20% tangible product + 80% service
 - b) 80% tangible product + 20% service
 - c) 60% tangible product + 40% service.



- ix) One basic group classified under promotions is
- a) public relations
 - b) product
 - c) pricing.
- x) The term 'psychic costs' involves which of the following aspects ?
- a) Tangible aspect
 - b) Intangible aspect
 - c) Both (a) & (b).
- xi) The assessment of job performed is
- a) job specification
 - b) performance standards
 - c) job appraisal
 - d) job list.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Differentiate between Marketing and Sales.
3. Write a short note on PLC.
4. Explain substitute selling giving example.
5. Explain left luggage handling procedure in a hotel.
6. Explain ISO 9000 with its structure.

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GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. Explain the principles of Total Quality Management. 15
8. Define a hotel. Explain the various types of hotels. 3 + 12
9. What is marketing mix ? How is service marketing different from product marketing ? 5 + 10
10. What do you mean by upselling and suggestive selling ? Explain with the help of suitable examples. 15
11. Elaborate check-in, check-out procedure for FIT, GIT and crews. 15

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