Name :	Congan
Roll No. :	A Dear of Excellent
Invigilator's Signature :	

## CS/BTTM/SEM-3/TTM-305/2012-13 2012 UNDERSTANDING HOTELS

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 :  $10 \times 1 = 10$ 
  - i) Which one of the followings is not available in the in-flight menu ?
    - a) Beer b) Red wine
    - c) White wine d) Cigarettes.
  - ii) What is a motel ?
    - a) A small hotel
    - b) A small hotel on the highway where motorists check in
    - c) A large hotel with parking facilities
    - d) A hotel with a restaurant.

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iii)	How	many hotels of the	ITDC	has	been sold off till				
	July	y, 2002 ?			A August (V Exercisity 2nd Explant				
	a)	24	b)	22					
	c)	18	d)	26.					
iv)	The size of the bed in a king room is								
	a)	60 <sup>"</sup> × 80 <sup>"</sup>	b)	<b>80</b> ″ :	× 72 ″				
	c)	45 " × 60 "	d)	<b>60</b> ″ :	× 60″.				
v)	FHRAI is an organization associated with								
	a)	Air lines							
	b)	Transportation							
	c)	Hotel & Restaurants							
	d)	Travel Agency.							
vi)	One would find boatels in								
	a)	Manali	b)	Srina	agar				
	c)	Loktak	d)	Ooty					
vii)	<ul><li>vii) The senior waitress is also called</li><li>a) Demi chef</li></ul>								
	b)	Commis de Rang							
	c) Station Head Waitress								
	d) Assistant wine waitress.								
viii)	viii) Which one of the following organizations is operating youth hostels around the world ?								
	a)	CARE	b)	YMC	Α				
	c)	UNHCR	d)	UNE	SCO.				

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ix)	The	minimum carpet ar	rea for	a star resort hotel (			
	doul	ble room ) is		As Planned (y' Rama Sulf Dal Children)			
	a)	120 sq ft	b)	200 sq ft			
	c)	412 sq ft	d)	212 sq ft.			
x)	The	Hotel Classification	Comm	ittee was appointed by			
	the g	government in					
	a)	Apri, 1963	b)	June, 1962			
	c)	July, 1961	d)	August, 1960.			
xi)	The housemaid always performs						
	a)	a) Light cleaning jobs and linen arrangements					
	b)	Heavy cleaning					
	c)	) Lobby cleaning on each floor of the hotel					
	d)	none of these.					
		GROUP	– B				
		( Short Answer Typ	-				
		Answer any three of	r the io	bllowing. $3 \times 5 = 15$			
Exp	lain b	oriefly the qualities of	the fro	nt office staff in a hotel.			
What is a festival menu ? Discuss with an example of such							
menu. 2 + 3							
Discuss the Laundry process in brief.							
"Hotel is the backbone of the tourism industry". Justify the							
comment.							

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6. Briefly narrate about FHRAI.

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2.

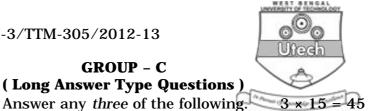
3.

4.

5.

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- 7. Explain the types of hotels. What do you mean by the term "supplementary accommodation" ? What are the guidelines 4 + 4 + 7for approval of hotel at planning stage?
- Discuss the land marks in the growth & development of 8. hospitality industry. Explain the role of accommodation sector in tourism development. 9 + 6
- What is the marketing mix of a five-star hotel ? Give the 9. advertising strategy of such a hotel for attracting the customers.
- 10. What do you mean by the concept of hospitality marketing ? Discuss about the marketing mix of a five star hotel. Give the advertising strategy of such a hotel for attracting customers.

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