



Name :

Roll No. :

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.



- iii) How many hotels of the ITDC has been sold off till July, 2002 ?
- a) 24 b) 22
c) 18 d) 26.
- iv) The size of the bed in a king room is
- a) 60 " × 80 " b) 80 " × 72 "
c) 45 " × 60 " d) 60 " × 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) Srinagar
c) Loktak d) Ooty.
- vii) The senior waitress is also called
- a) Demi chef
b) Commis de Rang
c) Station Head Waitress
d) Assistant wine waitress.
- viii) Which one of the following organizations is operating youth hostels around the world ?
- a) CARE b) YMCA
c) UNHCR d) UNESCO.



- ix) The minimum carpet area for a star resort hotel (double room) is
- a) 120 sq ft
 - b) 200 sq ft
 - c) 412 sq ft
 - d) 212 sq ft.
- x) The Hotel Classification Committee was appointed by the government in
- a) Apri, 1963
 - b) June, 1962
 - c) July, 1961
 - d) August, 1960.
- xi) The housemaid always performs
- 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 Type Questions)

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

2. Explain briefly the qualities of the front office staff in a hotel.
3. What is a festival menu ? Discuss with an example of such menu. 2 + 3
4. Discuss the Laundry process in brief.
5. "Hotel is the backbone of the tourism industry". Justify the comment.
6. Briefly narrate about FHRAI.

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GROUP - C
(Long Answer Type Questions)

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

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