

HOSPITALITY MANAGEMENT

Maximum Marks: 70

Time Allowed: Three Hours

(Candidates are allowed additional 15 minutes for only reading the paper.

They must NOT start writing during this time.)

Answer all questions in Section A, Section B and Section C.

Section A consists of objective / very short answer questions.

Section B consists of short answer questions.

Section C consists of long answer questions.

The intended marks for questions or parts of questions are given in brackets [].

SECTION A - 14 MARKS

Question 1

- (i) The receptionist of a hotel contacts the housekeeping staff to know the status of a room. Which type of a communication is this? [1]
- (a) External communication
 - (b) Unofficial communication
 - (c) Internal communication
 - (d) Informal communication
- (ii) With reference to conservation of energy, which one of the following statements is correct? [1]
- (a) Water conservation is not considered an important issue by the hotels.
 - (b) Leaving the air conditioners on, in the guestrooms, when not required results in a huge wastage of electricity.
 - (c) The use of LED lamps causes a lot of energy consumption.
 - (d) Using recycled products may harm the image of a hotel.
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- (iii) With reference to the 'wow' factor, which one of the following statements is correct? [1]
- (a) A hotel should provide good service to the guest.
 - (b) A hotel should understand the guest's needs and demands.
 - (c) A hotel should exceed the guest's expectations of customer service.
 - (d) A hotel should make sure that complaints registered by the guest are resolved as soon as possible.
- (iv) What does C.P. stand for in the context of classification of hotels? [1]
- (a) Continental plan
 - (b) Comfort plan
 - (c) Complimentary plan
 - (d) Company plan
- (v) While handling a guest complaint, which one of the following statements should NOT be used by the Front Desk staff of a hotel? [1]
- (a) I have noted down the complaint.
 - (b) The hotel staff is not to be blamed for this mistake.
 - (c) The Manager will look into this matter as soon as possible.
 - (d) We deeply regret the inconvenience caused.
- (vi) State whether the following are True or False: [5]
- (a) A good quality stock is essential to make a good soup.
 - (b) *Mise en place* refers to the process of setting of tables and chairs in a restaurant in the morning before the guests arrive.
 - (c) U.N.W.T.O. is responsible for classification of hotels in India.
 - (d) P.M.S. does not help in the process of reservation in a hotel.
 - (e) ECOTEL certification is essential for all eco hotels.

(vii) **Assertion:** The use of social media by the customers has benefitted the hotel industry and increased the business. [1]

Reason: The use of social media enables the hotels to connect with their customers easily and provide a user-friendly experience to them.

- (a) Both Assertion and Reason are true and Reason is the correct explanation for Assertion.
- (b) Both Assertion and Reason are true but Reason is not the correct explanation for Assertion.
- (c) Assertion is true and Reason is false.
- (d) Both Assertion and Reason are false.

(viii) ABC hotel is in the suburbs of a city and allows its staff to throw garbage in the river that flows next to the hotel. This creates an unhygienic environment and some guests have also complained of a constant foul smell in the hotel. [1]

Mention *any one* measure that should be adopted by the ABC hotel to tackle the issue given above.

(ix) List *any two* benefits of a satisfied customer to a hotel. [1]

(x) Ms. Keerti ordered a cup of coffee in the restaurant of a hotel but was billed twice for it. [1]

The hotel staff used a particular software to rectify the bill. Name the software that enabled the restaurant staff to rectify the bill.

SECTION B - 28 MARKS

Question 2 [4]

State *any four* benefits of P.M.S.

Question 3 [4]

Briefly explain *any four* emerging trends in hospitality industry.

Question 4

[4]

- (i) Briefly discuss the impact of a guest complaint on a hotel's image. List *any two* ways by which the hotel staff should handle a guest complaint.

OR

- (ii) Briefly discuss the significance of customer care in the hospitality industry.

Question 5

[4]

Ms. Deeksha works as a Front Office Manager in a luxury hotel. A couple checks in to the hotel for a day. Ms. Deeksha finds out that the couple has checked in to celebrate their wedding anniversary.

As a Front Office Manager, briefly explain how Ms. Deeksha can make the day memorable for the couple.

Question 6

[4]

- (i) What is meant by the term *conceptual skills*? Briefly explain the *two* conceptual skills required to become an effective Manager in a hotel.

OR

- (ii) List and explain *any four* types of Guest rooms in a hotel.

Question 7

[4]

State *any four* benefits of hotel kiosk service.

Question 8

[4]

What is *wall covering*? Give *any four* examples of wall coverings used in a hotel.

SECTION C – 28 MARKS

Question 9

[7]

List and explain *any seven* safety and security measures which a hotel should be equipped with.

Question 10

[7]

(i) Discuss the inter relationship among various departments in a hotel.

OR

(ii) Mention *any four* types of services provided to the guests by Food and Beverage department. Explain *any two* of these services.

Question 11

[7]

Briefly discuss the importance of cleaning and maintenance of the public areas in a hotel. Give *any four* examples of public areas in a hotel.

Question 12

Read the passage given below and answer the questions that follow.

XYZ hotel is a reputed and renowned five-star hotel in a metropolitan city. A family of bureaucrats hosted a grand party in the banquet of the hotel. All the guests invited by the family were from the affluent section of the city. The menu served was lavish and huge. Since the menu was huge, the kitchen department got a little delayed in laying out the food on the counter for the guests. Also, the Chef did not taste the food due to paucity of time.

After the food was served, some guests complained that the food was cold and some dishes did not have the appropriate amount of salt.

All this offended the host of the party who argued vehemently with the General Manager of the hotel.

- (i) Which two departments were directly responsible for the mishap? [1]
- (ii) Identify the issues that offended the host. [3]
- (iii) If you were the General Manager of the hotel, briefly explain *any three* ways by which you would have pacified the host of the party. [3]