

HOSPITALITY MANAGEMENT

Maximum Marks: 70

Time Allotted: Three Hours

Reading Time: Additional Fifteen Minutes

Instructions to Candidates

1. You are allowed an **additional fifteen minutes** for **only** reading the question paper.
2. You must **NOT** start writing during the reading time.
3. This question paper has **7 printed pages and one blank page**.
4. It is divided into **three sections** and has **twelve questions** in all.
5. Answer **all** questions.
6. **Section A** has **ten subparts** which are very short answer questions. Each subpart carries 1 mark.
7. While attempting **Multiple Choice Questions** in Section A, you are required to **write only ONE option as the answer**.
8. **Section B** has **seven questions** which are short answer questions. Each question carries 4 marks.
9. **Section C** has **four questions** which are long answer questions. Each question carries 7 marks.
10. **Internal choices** have been provided in **two questions in Section B** and in **one question in Section C**.
11. The intended marks for questions are given in brackets [].

SEAL

Instruction to Supervising Examiner

1. Kindly read **aloud** the Instructions given on page 1 to all the candidates present in the examination hall.
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SECTION A – 14 MARKS

Question 1

- (i) Which one of the following is a **key** managerial skill required by a Manager in a hotel? [1]
- (a) Leadership skill
 - (b) Culinary skill
 - (c) Micro-management skill
 - (d) Grooming skill
- (ii) Which one of the following departments handles an emergency situation in a hotel? [1]
- (a) Accommodation Operations
 - (b) Maintenance department
 - (c) Front-office department
 - (d) Security department
- (iii) The officials of Shine Ltd. visited a four-star hotel to check the venue to host their annual conference. The hotel staff showed them an area where the conference could be hosted. [1]
- Which one of the following areas of the hotel did the staff member show to the officials?
- (a) Kitchen
 - (b) Laundry section
 - (c) Banquet hall
 - (d) Back office area
- (iv) A Front-office Manager of a hotel wants to know whether a guest room on the tenth floor is vacant or occupied. [1]
- Which one of the following ways would ensure a fast check of the room status for the Manager?
- (a) Visiting the room personally and checking its status.
 - (b) Using Property Management System (PMS) software on computer to check the room.
 - (c) Asking the kitchen staff to check the room.
 - (d) Requesting a staff from security to check the room.

- (v) Identify the correct statement from the following options. [1]
- (a) Energy conservation has become a prime concern for the hotel industry.
 - (b) *Ikebana* is a type of American flower arrangement.
 - (c) A guest room with a twin-bed is known as *double room*.
 - (d) UNWTO is responsible for star rating of hotels in India.
- (vi) Given below are two statements marked Assertion and Reason. Read the two statements carefully and choose the correct option. [1]
- Assertion:** In a restaurant, table setup is the responsibility of Food Production department.
- Reason:** Table setup has to be monitored by the Chef.
- (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.
- (vii) State whether the following are True or False:
- (a) The growing use of Artificial Intelligence is an ideal example of emerging trends in hospitality industry. [1]
 - (b) Food allergens are naturally occurring proteins in human body that cause abnormal immune response. [1]
 - (c) Accommodation Operations department assists a guest in instant check-in and check-out procedures in a hotel. [1]
 - (d) CCTV cameras should be installed in the guest rooms for better security and constant surveillance of the guests in a hotel. [1]
 - (e) Front office department of a hotel operates for twelve hours in a day. [1]
- (viii) Ms. Maria checks-in to a hotel with her family. She is allergic to dust and is careful about maintaining hygiene. She finds that the linen of her bed is dusty and not changed. [1]
- Specify the department in the hotel that is responsible for this negligence.
- (ix) List *any two* types of wall coverings for guest rooms. [1]

- (x) Ms. Naina runs a successful multicuisine restaurant in the heart of the city. This restaurant targets high-end guests who visit it to experience the exquisite cuisines and receive a *platter-to-plate* service. [1]

Identify the type of *platter-to-plate* service Ms. Naina's restaurant offers to its guests.

SECTION B - 28 MARKS

Question 2

[4]

Briefly discuss how the skill of 'rapport building' helps one become a successful Manager in a hotel.

Question 3

[4]

With the help of *any four* points, explain how Cloud-based services have helped the hospitality industry progress over the years.

Question 4

[4]

- (i) Briefly discuss *any four* uses of Property Management System (PMS) in a hotel.

OR

- (ii) Briefly discuss *any four* effects of the use of social media in the hospitality industry.

Question 5

[4]

Ms. Riya owns a three-star hotel in a commercial area of the city. Her hotel has an inventory of fifty rooms, one coffee shop and one banquet hall. Since it is well connected to business centres and shopping malls, many guests prefer it as a convenient stay.

A reputed brand of luxury hotels decides to open a branch hotel right opposite Ms. Riya's hotel.

Suggest *any four* ways that Ms. Riya can adopt to maintain the popularity of her hotel.

Question 6

[4]

- (i) What is a 'WOW' factor in customer care? Mention *any three* ways by which it can be achieved.

OR

- (ii) Briefly explain the Cleaning and Maintenance processes in the lobby area of a hotel.

Question 7

[4]

Menu Planning and Food Cost are two essential factors that should be considered while organising an event in a hotel. Briefly explain the importance of both these factors.

Question 8

[4]

Write a short note on Stocks prepared by a Chef.

SECTION C – 28 MARKS

Question 9

[7]

Discuss the importance of Communication and Language skills in hospitality industry.

Question 10

[7]

- (i) Explain the classification of hotels on the basis of location.

OR

- (ii) Explain the classification of hotels on the basis of clientele.

Question 11

[7]

Explain the role of Planning and Control desk in the Accommodation Operations department of a hotel.

Question 12

Read the passage below and answer the questions that follow.

Mr. Clarke booked two rooms for his family and parents in a hotel near airport. He booked these rooms through a travel agency and requested that his parents be given a room adjacent to his room. The booking was confirmed by the travel agency and a receipt was also sent to Mr. Clarke.

Upon their arrival at the hotel, Mr. Clarke discovered that the booking had been modified. Due to overcrowding of rooms during the peak season, the hotel had changed the booking at the last moment. Mr. Clarke's parents were given a room on the seventh floor while Mr. Clarke, his wife and children were allocated a room on the second floor. The hotel had informed the travel agency of the modification.

Mr. Clarke was extremely angry and called up the travel agent. He demanded a full refund. The Manager of the hotel intervened and tried to pacify Mr. Clarke.

- (i) What is an *adjacent room* in a hotel? [1]
- (ii) Classify the hotel in which Mr. Clarke had booked rooms. [1]
- (iii) List *any two* ways by which the travel agency can resolve the issue. [2]
- (iv) How can the Manager of the hotel help Mr. Clarke in this situation? [3]