



NP – 448

IV Semester B.H.M. Examination, July/August 2024  
(NEP Scheme)

HOTEL MANAGEMENT

HMC – 12 : Accommodation Operations – IV

Time : 2½ Hours

Max. Marks : 60

- Instructions :** 1) Read the instructions **carefully**.  
2) Draw formats **wherever** necessary.  
3) Number the answers **correctly**.

SECTION – A

1. Answer **any five** of the following sub-questions. (5×2=10)
- a) Define Marketing.
  - b) What is Third Party Audit ?
  - c) List four types of guest-room linen.
  - d) What is surfactant ?
  - e) Expand ADR.
  - f) What is Market Segmentation ?
  - g) What is Evening Service ?

SECTION – B

- Answer **any four** out of five questions. (4×5=20)
- 2. Explain the process followed for removing tea stains.
  - 3. Draw the layout of linen room.
  - 4. Elaborate on the concept of TQM.
  - 5. List the characteristics of a good front office sales person.
  - 6. Discuss the importance of quality audits.

P.T.O.



SECTION – C

Answer **any three** out of five questions.

(3×10=30)

7. Explain the concept of marketing mix in detail.
  8. Explain the 4P's of marketing in detail.
  9. Discuss the laundry cycle in detail with the help of a diagram.
  10. Elaborate on the role and importance of sales and marketing team in a hotel.
  11. Explain the planning considerations for an efficient linen and uniform room.
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