NP - 330



IV Semester B.H.M. Examination, August/September 2023 (NEP Scheme) HOTEL MANAGEMENT

HMC 12 : Accommodation Operations – IV

Time: 21/2 Hours

Max. Marks: 60

Instructions:

- 1) Read the instruction carefully.
- 2) Draw formats wherever necessary.
- 3) Number the answers correctly.

SECTION - A

1. Answer any five of the following sub-questions.

 $(5 \times 2 = 10)$

- a) Expand TQM.
- b) What is a surfactant?
- c) What is a calender machine?
- d) Give the formula for Revpar.
- e) If 90 rooms are occupied in a day in a 150 room hotel, what is the occupancy percentage?
- f) Define marketing.
- g) Name 2 organic solvents used in the laundry.

SECTION - B

Answer any four out of five questions.

 $(4 \times 5 = 20)$

- 2. Draw the layout of the linen room.
- 3. Distinguish between on premise and off premise laundry.
- 4. Write a note on the Japanese 5S practice.
- 5. What are the various sales techniques used by the front office to maximize revenue?
- 6. Discuss in brief the importance of maintaining a par stock of linen in a hotel.



SECTION - C

Answer any 3 out of the five questions.

 $(3 \times 10 = 30)$

- 7. Discuss in brief the various practices to achieve quality in a hotel.
- 8. What is marketing mix, elaborate the various elements?
- 9. Discuss the laundry cycle in detail, with diagram.
- 10. Discuss the importance of market segmentation in the hotel industry.
- 11. Write a detailed note on service, quality management in a hotel.