



IV Semester B.H.M. Examination, June/July 2025

(NEP) (F + R)

HOTEL MANAGEMENT

HMC 12 : Accommodation Operations – IV

Time : 2½ Hours

Max. Marks : 60

**Instructions** : 1) Answer **all** the Sections.

2) Write the **correct** question numbers.

3) Draw **neat** and **clear** formats **wherever** necessary.

SECTION – A

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

(5×2=10)

- Define under stay and stay over.
- Expand QA and QC.
- Define wash cycle.
- Write 2 major difference between on-premises laundry and off-premises laundry.
- Define quality control circle in TQM.
- Define sales and marketing.
- Discuss the importance of CRM in marketing hospitality products.

SECTION – B

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

(4×5=20)

- Elaborate handling guest laundry process in housekeeping department.
- Draw neat and clear linen and uniform layout and discuss their functions.
- Explain marketing mix.
- How to improve audit quality in hotels ?
- Discuss some of the latest trends in hospitality marketing.

P.T.O.



SECTION – C

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

**(3×10=30)**

7. Explain 8P's of marketing and how they apply to the hospitality industry.
  8. Elaborate the linen storage and room linen exchange procedure in housekeeping department.
  9. Discuss the role of performance evaluating in an organization. How does it contribute to the overall quality management process.
  10. What is hospitality marketing ? What are the different channels used for hospitality marketing ?
  11. What are PAR stock ? How is PAR level established for Guest Room Linen (Bed Sheets), where hotel is having total no. of guest room 100 and each bed has 3 sheets being using by GRA ? Calculate and justify the answer.
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