

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

## GUJARAT TECHNOLOGICAL UNIVERSITY

BE- BHMCT - SEMESTER- VI- EXAMINATION – SUMMER 2019

**Subject Code:163302**

**Date:16/05/2019**

**Subject Name :Room Division Management - I**

**Time:10:30 AM TO 01:00 PM**

**Total Marks: 70**

**Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

		MARKS
<b>Q.1</b>	(a) Explain Room Division.	<b>03</b>
	(b) Outline the duties and responsibilities of key executives and department heads.	<b>04</b>
	(c) Draw an organizational chart of the rooms division of a hotel.	<b>07</b>
<b>Q.2</b>	(a) Explain Five globes of Ecotels.	<b>03</b>
	(b) What strategies will you adopt when room demand is low?	<b>04</b>
	(c) Highlight the historical development of timeshare and condominium business in India.	<b>07</b>
<b>OR</b>		
	(c) Throw light on the Government's role towards enhancing the timeshare business In India.	<b>07</b>
<b>Q.3</b>	(a) Write short note on Capacity Management.	<b>03</b>
	(b) State three different formulas to calculate yield statistics.	<b>04</b>
	(c) Explain how yield management enhances forecasting and seasonal pricing of Inventory in hotel industry.	<b>07</b>
<b>OR</b>		
<b>Q.3</b>	(a) Write short note on Duration control.	<b>03</b>
	(b) State two types of formula to calculate equivalent occupancy.	<b>04</b>
	(c) "Applying yield management improvises the co-ordination between front office and sales department". Justify.	<b>07</b>
<b>Q.4</b>	(a) Write short Note on Pest Control in hotels.	<b>03</b>
	(b) Draw a neat layout of housekeeping department and explain various functions of the department.	<b>04</b>
	(c) What are the principles of design? Explain with reference to a hotel guest room.	<b>07</b>
<b>OR</b>		
<b>Q.4</b>	(a) Write short Note on lost and found procedure.	<b>03</b>
	(b) What are the classic colour schemes? Explain with the help of a colour wheel.	<b>04</b>
	(c) What factors would you keep in mind while selecting carpets for the banquet hall of a 5-star hotel?	<b>07</b>
<b>Q.5</b>	(a) Draw the layout of a linen room.	<b>03</b>
	(b) Describe the advantages of an On Premises Laundry over a commercial laundry.	<b>04</b>
	(c) Which are the departments that housekeeping has to co-ordinate in a hotel and why?	<b>07</b>
<b>OR</b>		
<b>Q.5</b>	(a) What are the essential planning features of a linen room?	<b>03</b>
	(b) Explain the laundry cycle with special reference to wash cycle.	<b>04</b>
	(c) Give hierarchy of the medium size housekeeping department. Give role of top three positions.	<b>07</b>

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