

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BHMCT - SEMESTER-VII EXAMINATION – SUMMER 2022

Subject Code:173303

Date:07-06-2022

Subject Name:Room Division Management - II

Time:02:30 PM TO 05:00 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

	MARKS
Q.1 (a) Explain Personal Selling.	03
(b) Explain Upselling and Upgrading?	04
(c) Explain elements of Promotion Mix in detail.	07
Q.2 (a) What do you mean by cross training?	03
(b) Why training an employees is necessary?	04
(c) Explain five different types of Vouchers with their formats	07
OR	
(c) What are design principles for planning the layout of a guestroom in a hotel?	07
Q.3 (a) Draw the organization chart of security department.	03
(b) Explain Fussy Guest, Timid Guest, Chatterbox and Snob guest.	04
(c) Write short note on 'dealing with the bomb threat' in hotel.	07
OR	
Q.3 (a) What is Induction and Orientation? Its importance.	03
(b) Short note on Room key security system.	04
(c) Explain about the servicing of Check-Out Room?	07
Q.4 (a) Differentiate Sales and Marketing?	03
(b) Differentiate between Guest Expandable and Guest Loan Items?	04
(c) List out any five potential hazards in housekeeping and ways to deal with them.	07
OR	
Q.4 (a) In-house Security Vs. Out Sourced Security.	03
(b) What is SOP? Explain its importance and role in Front Office department.	04
(c) Explain five types of Folios? Narrate Posting, Settlement and Zeroing.	07
Q.5 (a) Explain the term Hotel Law.	03
(b) Explain '4' styles of Flower arrangement in detail.	04
(c) Explain in detail Traditional Bed Making procedure.	07
OR	
Q.5 (a) Explain accounts receivable and payable – in terms of Front Office.	03
(b) Interior Designing plays an important role in guest satisfaction, Justify.	04
(c) List factors to be consider while planning and budgeting in housekeeping.	07
