

**GUJARAT TECHNOLOGICAL UNIVERSITY****BHMCT- SEMESTER-VII EXAMINATION – WINTER 2020****Subject Code:173303****Date:25/01/2021****Subject Name:Room Division Management - II****Time:10:30 AM TO 12:30 PM****Total Marks: 56****Instructions:**

1. Attempt any FOUR questions out of EIGHT questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

		MARKS
<b>Q.1</b>	(a) Differentiate Sales and Marketing?	<b>03</b>
	(b) Up selling – Upgrading : elucidate	<b>04</b>
	(c) Detail explanation of Elements of Promotion Mix	<b>07</b>
<b>Q.2</b>	(a) In-house Security Vs Out Sourced Security	<b>03</b>
	(b) What is City Ledger? Explain its requirement and maintenance.	<b>04</b>
	(c) List out and explain types of Folios? Narrate Posting, Settlement and Zeroing.	<b>07</b>
<b>Q.3</b>	(a) Define the Importance of security department for effective FOM.	<b>03</b>
	(b) Short Note on Emergency communication procedure.	<b>04</b>
	(c) Explain cross training in detail.	<b>07</b>
<b>Q.4</b>	(a) What is Induction and Orientation? Its importance	<b>03</b>
	(b) Short note on Room key security system.	<b>04</b>
	(c) Give detail account of fire safety procedure in five star hotels.	<b>07</b>
<b>Q.5</b>	(a) What do you understand by the Term “Hotel Law”	<b>03</b>
	(b) Enlist the style of flower arrangement which is commonly used in star hotels.	<b>04</b>
	(c) List factors to be consider while planning and budgeting in housekeeping.	<b>07</b>
<b>Q.6</b>	(a) What are the types of fire, explain it.	<b>03</b>
	(b) Ikebana – its role in Interior Design	<b>04</b>
	(c) Explain the principles of flower arrangement in detail.	<b>07</b>
<b>Q.7</b>	(a) Differentiate between Room Amenities and Guest Amenities.	<b>03</b>
	(b) Explain in detail of traditional bed making procedure.	<b>04</b>
	(c) Elaborate First Aid procedure in hotel housekeeping department.	<b>07</b>
<b>Q.8</b>	(a) Short note on ‘dealing with the bomb threat’ by hotel security department.	<b>03</b>
	(b) Describe mini bar operation in housekeeping department.	<b>04</b>
	(c) What are design principles for planning the layout of a guestroom in a hotel?	<b>07</b>