

**GUJARAT TECHNOLOGICAL UNIVERSITY****BHMCT - SEMESTER-VII EXAMINATION – WINTER 2021****Subject Code:173303****Date:17/12/2021****Subject Name:Room Division Management - II****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.
4. Simple and non-programmable scientific calculators are allowed.

		MARKS
<b>Q.1</b>	(a) Define voucher.	<b>03</b>
	(b) Explain briefly the elements of marketing.	<b>04</b>
	(c) What is room division department?	<b>07</b>
<b>Q.2</b>	(a) Explain customer relationship.	<b>03</b>
	(b) Classify fire.	<b>04</b>
	(c) What is color scheme?	<b>07</b>
<b>OR</b>		
	(c) What is guest accounting?	<b>07</b>
<b>Q.3</b>	(a) What is communication?	<b>03</b>
	(b) What is the importance of security?	<b>04</b>
	(c) What is SOP for handling guest luggage?	<b>07</b>
<b>OR</b>		
<b>Q.3</b>	(a) What is folio paper?	<b>03</b>
	(b) What is developing an orientation program for students?	<b>04</b>
	(c) Explain primary and secondary colors.	<b>07</b>
<b>Q.4</b>	(a) What is budgeting?	<b>03</b>
	(b) What is Ikebana?	<b>04</b>
	(c) Explain the fire detectors in hotel.	<b>07</b>
<b>OR</b>		
<b>Q.4</b>	(a) Define hospitality.	<b>03</b>
	(b) What is promotion mix?	<b>04</b>
	(c) Explain any three flower arrangements.	<b>07</b>
<b>Q.5</b>	(a) What is marketing?	<b>03</b>
	(b) What is personal selling?	<b>04</b>
	(c) Explain mouth publicity.	<b>07</b>
<b>OR</b>		
<b>Q.5</b>	(a) Define business forecasting.	<b>03</b>
	(b) What are the functions of horticulturist?	<b>04</b>
	(c) Explain the principles of flower arrangement.	<b>07</b>

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