

GUJARAT TECHNOLOGICAL UNIVERSITY**BHMCT- SEMESTER-VII EXAMINATION – WINTER 2022****Subject Code:173303****Date:10-01-2023****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
Q.1	(a) Explain the term 'SOP'.	03
	(b) Differentiate between guest accounts and non-guest accounts.	04
	(c) Describe different vouchers used in the front office department.	07
Q.2	(a) Describe personal selling.	03
	(b) Define the term 'Advertisement'.	04
	(c) What are the elements of the promotional mix?	07
OR		
	(c) Explain the different steps in the personal selling process.	07
Q.3	(a) Define hotel law.	03
	(b) What do you know about the cross-training of the employees?	04
	(c) Define the principles of Flower arrangement	07
OR		
Q.3	(a) Tell us the significance of the Room division department in a hotel.	03
	(b) Explain the different types of training in hotels.	04
	(c) Elucidate different types of flower arrangements in detail.	07
Q.4	(a) Explain the role of EHK in five-star properties.	03
	(b) What do you understand by Turn-Down service	04
	(c) Explain the procedure of Traditional Bed Making	07
OR		
Q.4	(a) Enlist the steps of mini bar operation.	03
	(b) Give the advantages of Revenue management.	04
	(c) Explain the Modern Bed-Making Procedures.	07
Q.5	(a) Define the role of FOM.	03
	(b) Give the different types of keys commonly used in hotels	04
	(c) Explain budgeting and its types in detail.	07
OR		
Q.5	(a) What is First-Aid?	03
	(b) Differentiate b/w in-house security v/s contract security	04
	(c) Explain budgetary cycle	07
