

21/05/24

Printing Pages : 2

Paper code : BHM-406
(A) (SVSU): 2023-24/R

Enrollment No.

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**BACHELOR OF HOTEL MANAGEMENT AND CATERING
TECHNOLOGY**

Year 2nd 4th Semester Examination

Subject Name Facility Planning

Subject Code: BHM 406

Time: 3 Hr

Max Marks: 70

NOTE: Attempt all the questions as per instructions.

Section A

Q1. Attempt all

(1X15=15)

- a) _____ is a systematic approach to layout planning that involves creating flow diagrams.
- b) The purpose of a feasibility report is to evaluate the _____ of a hotel project.
- c) What are the thumb rules for allocating space in operational areas like the Food Production Department?
 - a) Based on guest preferences
 - b) Based on industry standards and workflow needs
 - c) Random allocation
 - d) Based on the availability of space
- d) Why is systematic layout planning important in facility design?
 - a) It enhances ambience and décor
 - b) It optimizes workflow and efficiency
 - c) It determines structural regulations
 - d) It creates feasibility reports
- e) Which of the following is a type of restaurant based on service style? A) Modular restaurant B) Slip restaurant C) Arc restaurant D) Specialty restaurant
- f) What is a key factor affecting kitchen design?
 - A) Lighting and color scheme
 - B) Types of lobbies
 - C) Flow of work
 - D) Wall covering
- g) What is the recommended dimension for the Front Desk in hotels?
 - A) Varies based on the hotel type
 - B) 10 feet by 10 feet
 - C) 5 feet by 5 feet
 - D) 15 feet by 15 feet
- h) Which department deals with linen management in hotels?
 - A) Front Office
 - B) Food and Beverage
 - C) kitchen
 - D) Laundry

[P.T.O.]

- i) Structural regulations are set by municipal authorities to ensure building safety. (True/False)
- j) Automation plays a significant role in kitchen design, primarily focusing on decorative elements. (True/False)
- k) The design of a restaurant should prioritize equipment placement over space allocation. (True/False).
- l) Lighting and _____ are important aspects of ambience in restaurants.
- m) The _____ of a restaurant includes seating and circulation areas.
- n) The checklist for effective design in restaurant facilities includes considerations for _____.
- o) Blueprints in facility planning primarily focus on structural elements. (True/False)

Section B

Attempt any three questions.

(3X10=30)

- Q2. Explain the concept and purpose of a blueprint in facility planning.
- Q3. Describe the space allowance considerations for seating and circulation in restaurant and bar facility designing.
- Q4. Develop a checklist for effective design in facility planning.
- Q5. Evaluate the pros and cons of different building plans in hotel projects.

Section C

Attempt any five questions.

(5X5=25)

- Q6. What are the types of building plans used in hotel projects?
- Q7. Explain the role of ambience and décor in restaurant facilities
- Q8. How different types of lobbies in hotels impact Front Office design?
- Q9. Discuss the factors to be considered while designing the Laundry?
- Q 10. What are the key points to consider while planning a bar in a hotel?
- Q11. How does the classification of restaurants impact their design?

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Printing Pages : 2

Paper code : BHM-405
(B) (SVSU): 2023-24/R

Enrollment No.

Program Name: Bachelor in Hotel Management & Catering
Technology

4th Semester / 2nd Year Examination

Subject Code: BHM 405

Subject Name: Event Management

[Time : 03:00 Hours]

[Max. Marks : 70]

Note: Attempt all the questions as per given instructions.

1. Multiple Choice Questions (MCQs) [01×15=15]
- I In an event team management & coordination is the responsibility of..
a. Vice-president b. treasurer c. finance manager d. president
- II Develop videos and promote the event is the responsibility of
a. Marketing director b. executive director
c. finance manager d. treasurer
- III Making strategy is come after which step of planning?
a. Vision b. Mission c. Objective d. Goals
- IV Staffing for event includes.....
a. Recruiting b. Hiring c. Advertising d. All of these
- V Event planning is a process of
a. Creating b. communicating c. implementing d. all of these
- VI An event is a unique and one time experience phenomenon.
True/False
- VII Planned event requires various functions of management. True/False
- VIII Mega event are of international appeal and true global reach.
True/False
- IX Baishakhi festival comes under local event. True/False
- X Science Expo in Delhi is a kind of business or trade event.
True/False
- XI SWOC stands for what?
- XII MICE stand for what?
- XIII Audience in a sport game is called passive players. True/False
- XIV No event can be repeated the same way. True/False
- XV Ambiance plays a significant role in making an event successful.
True/False

[P.T.O.]

2. Answer in long (any three) [10×3=30]

- I What is event planning? What are the factors affecting event planning?
- II Elaborate the various characteristics of an event.
- III Provide a detail note on big event committees and their responsibilities.
- IV What do you mean by sponsorship event? And its development plan.

3. Answer in short (any five) [5x5=25]

- I Define the term event.
- II Classify the event on the basis of tourism oriented approach.
- III Write a short note on the event site plan.
- IV Briefly describe risk management in an event.
- V Give a short note on close-down an event.
- VI What action is performed before four months of an event?
- VII What kind of task an event organizer do on Post-event?

Paper code : BHM-402
(B) (SVSU): 2023-24/R

**Bachelor of Hotel Management and Catering Technology
(BHMCT)**

4th Semester / 2nd Year Examination

Subject Code: BHM 402

Subject Name:Bar Operation-II

[Time : 03:00 Hours]

[Max. Marks : 70]

Note : 1. Attempt all the questions as per given instructions.

1. Multiple Choice Questions (MCQs) [01×15=15]

- [01×15=15]
- I What is the primary role of banquet staff?
a) To prepare food b) To serve food and drinks
c) To clean up after the event d) All of the above
- II Which type of rum is usually aged for a longer period of time and has a darker color?
a) Light rum b) Dark rum c) Golden rum d) Spiced rum
- III Which type of tequila is aged for the longest period of time?
a) Joven b) Blanco c) Anejo d) Extra Anejo
- IV Which type of liqueur is made from herbs and spices?
a) Fruit liqueur b) Nut liqueur
c) Cream liqueur d) Herbal liqueur
- V Which of the following is not a type of brandy?
a) Cognac b) Armagnac c) Calvados d) Feni
- VI All rum is dark in color. (True/ False)
- VII Tequila can only be produced in Mexico. (True/ False)
- VIII All brandy is produced in France. (True/ False)
- IX Built-up cocktails involve shaking the ingredients together.
(True/ False)
- X Banquet booking procedure involves obtaining the requirements of the client. (True/ False)
- XI The alcoholic strength of a beverage is measured in _____.
- XII Cognac and Armagnac are both types of _____ that are primarily produced in _____.

[P.T.O.]

XIII Sloe, London, Plymouth, and Dutch are all types of _____.

XIV Spirit is defined as a _____ substance produced by distillation.

XV The _____ still is a type of distillation apparatus that is commonly used to produce spirits.

2. Answer in long (any three) [10×3=30]

I Describe the production process of Rum and discuss the various categories of Rum.

II Define cocktails and provide five cocktail recipes.

III Elaborate on Liqueurs and their production methods.

IV Define Buffet and categorize its various types.

3. Answer in short (any five) [5x5=25]

I What is a banquet, and what are its various types?

II Can you provide two cocktail recipes each for Vodka and Brandy?

III How are the different types of Whisky categorized?

IV Evaluate various international Tequila brands.

V Describe the procedure for booking a banquet.

VI Give examples of international Gin brands.

VII Outline the duties and responsibilities of a banquet manager.

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Paper code : BHM-408
(A) (SVSU): 2023-24/R

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**BACHELOR OF HOTEL MANAGEMENT AND CATERING
TECHNOLOGY**

2nd Year 4th Semester Examination

Subject Name Marketing of Services

Subject Code: BHM 408

Time: 3 Hr

Max Marks:70

NOTE: Attempt all the questions as per instructions.

Section A

Q1. Attempt all (1X15=15)

- a) Which factor is essential in pricing a service product?
A) Branding B) Product differentiation
C) Distribution channels D) Service encounter
- b) What is the role of distribution channels in services marketing?
A) To create physical evidence B) To promote services
C) To deliver services to customers D) To price services
- c) What is the key role of service employees in a service business?
A) Pricing strategies B) Managing demand
C) Customer satisfaction D) Service delivery
- d) Which element is part of physical evidence in services?
A) Advertising B) Interior facilities
C) Social media network D) Pricing methods
- e) What is the significance of branding in service marketing?
A) It helps differentiate the service from competitors.
B) It reduces the cost of service delivery.
C) It decreases customer loyalty.
D) It limits the reach of the service.
- f) True or False: Physical evidence plays a significant role in services marketing by influencing customers' perceptions
- g) True or False: The Service Encounter is also known as the Moment of Truth in services marketing.
- h) True/False Advertising is not a tool of promotion in services marketing.
- i) True/False :The Five Gap Model is a service quality model.
- j) True or False: The service encounter is a critical moment of truth for customer satisfaction
- k) _____ is the process of monitoring and measuring customer satisfaction to improve service quality.
- l) _____ is the process of creating a unique image and identity for a service product.

[P.T.O.]

24/05/24

Printing Pages : 2

Paper code : BHM-407
(B) (SVSU): 2023-24/R

Enrollment No.

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**BACHELOR OF HOTEL MANAGEMENT AND CATERING
TECHNOLOGY**

2nd Year 4th Semester Examination

Subject Name Research Methodology

Subject Code: BHM 407

Time: 3 Hr

Max Marks:70

NOTE: Attempt all the questions as per instructions.

Section A

Q1. Attempt all

(1X15=15)

- a) What is the purpose of research?
 - A) To gather information randomly
 - B) To solve a specific problem or answer a question
 - C) To publish papers in journals
 - D) To conduct experiments without any objective
- b) What is the definition of research?
 - a) A systematic investigation into a specific topic
 - b) Random data collection
 - c) Casual observation
 - d) Hypothetical analysis
- c) What is the significance of defining the research problem?
 - a) It helps in selecting a sample
 - b) It guides the entire research process
 - c) It determines the research objectives
 - d) It involves data analysis.
- d) Evaluate the limitations of using a focus group as a data collection method.
 - a) It provides limited data depth b) It is time-consuming
 - c) It requires skilled moderators d) It is expensive
- e) What is the significance of research?
 - A) It provides entertainment B) It helps in decision-making
 - C) It promotes bias D) It generates revenue
- f) What is the approach in research that focuses on quality rather than quantity?
 - A) Quantitative B) Experimental C) Qualitative D) Observational
- g) A good questionnaire design focuses on clear _____ and avoids leading questions.

[P.T.O.]

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- h) The process of data processing includes _____, classification, and tabulation.
 - i) A good sample should be _____ of the population.
 - j) _____ methods involve direct observation of subjects in their natural environment.
 - k) The approach in research can be qualitative or quantitative based on the _____.
 - l) Secondary data collection methods include observation and focus groups. (True/False)
 - m) A good questionnaire design is essential for collecting primary data. (True/False)
 - n) Sampling methods like simple random sampling ensure representativeness of the sample. (True/False)
 - o) _____ is the process of defining the research problem and selecting appropriate data collection methods.

Section B

Attempt any three questions.

(3X10=30)

1. Discuss the purpose and importance of defining the research problem in the research process.
2. Compare and contrast different data collection methods in terms of their advantages and limitations
3. Critically analyze the concept of sampling and its role in research design.
4. Evaluate the advantages and disadvantages of using secondary data sources in research.

Section C

Attempt any five questions.

(5X5=25)

1. What is the significance of research?
2. Define hypothesis and its importance in research.
3. Evaluate the strengths and weaknesses of using a schedule as a research instrument.
4. Create a literature review section for a research paper following APA or MLA citation styles.
5. What are the characteristics of a good questionnaire design?
6. Explain the difference between primary data and secondary data

07/05/24

Printing Pages : 1

Paper code : BHM-401

(A) (SVSU): 2023-24/R

Enrollment No.

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Program Name: BHMCT
2nd Year/ 4th Semester Examination

Subject Code: BHM-401

Subject Name: Regional Cuisine of India

[Time : 03:00 Hours]

[Max. Marks : 70]

Note : 1. Attempt all the questions as per given instructions.

[01×15=15]

1. Answer the following

- I Chundu is pickle made from
(a) Guava (b) Carrot (c) Tomato (d) Mango
- II Which is the national vegetable of India?
(a) Brinjal (b) Meetha Kaddu (c) Potatos (d) lady's-finger
- III Though 'Sambar' is popular across South India, which state is most famous for 'Sambar'?
(a) Gujarat (b) Tamil Nadu (c) Andhra Pradesh (d) Kolkata
- IV What is 'Ghee'?
(a) Clarified butter (b) Animal fat (c) Vanaspati (d) Salted butter
- V Which city is famous for vada pav and Pav bhaji.
(a) Mumbai (b) Lucknow (c) Kolkata (d) Tamil Nadu
- VI Rogan josh is made with Chicken meat
(a) True (b) False
- VII Name the popular Bengali classic dish that is prepared with prawns, spices and fresh coconut milk. It is a hot favourite with rice and paratha (Indian flatbread).
(a) Prawn Malaikari (b) Mustard Fish Curry (c) Fish 65 (d) Prawn Pepper Fry
- VIII Fat percentage of Low fat cream is 18%
(a) True (b) False
- IX Laddu, Imarti and jalebi are examples of Sweets?
(a) True (b) False
- X Phulka is a
(a) Flat bread (b) Leavened bread
- XI Gatte ki Sabji is from Rajasthan
(a) True (b) False
- XII Basundi is a sweet dish from Awadhi cuisine
(a) True (b) False
- XIII Mulligatawny is the national soup of India
(a) True (b) False
- XIV _____ is an Indian dish that is made from red kidney beans (rajma) and whole black lentils and blended with spices and herbs and cooked in a rich, tomato-based sauce.
Khichdi (b) Rogan Josh (c) Dal Makhani (d) Chana Masala
- XV HACCP stands for Hazard Analysis Crucial Control Point
True (b) False

2. Answer in long (any three)

[10×3=30]

- I Explain the Gujarat and Maharashtra cuisine in detail.
- II Write down the speciality dishes of Hyderabad. Explain it.
- III What is Wazwan? Mention number of courses involve along with their name.
- IV Explain the Punjabi cuisine in detail.

3. Answer in short (any five)

[5×5=25]

- I Describe the Historical background of Kashmiri cuisine.
- II Explain the basic characteristics of Kashmiri cuisine. Mention various selections of dishes eaten by Kashmiri Pandits.
- III Write down the names of five Indian breads and Indian sweets.
- IV Write down the list of small and large equipment's used in Indian kitchen.
- V Explain the process involved in Dum cooking with examples?
- VI Mention at least five specialty dishes of Rajasthani cuisine? Explain it.
- VII What do you mean by Tandoor cooking? Write down the names of five tandoor dishes.

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Bachelor of Hotel Management and Catering Technology (BHMCT)

2nd YEAR, 4th SEMESTER EXAMINATION 2023-2024

BHM 403

Front Office Operations Foundation -I

Time: 3:00 Hrs.

Max. Marks:70

Note : Attempt the questions as per given instructions. Read Instructions Carefully

PART A

Section A: Objective Questions

(1x15=15)

1. The highest published rate of room is _____.
2. _____ type of guest is always angry.
3. PMS stands for _____.
4. Transposition is a common error that can occur during _____.
5. The agreed room rate between hotels & company is _____.
6. Room Status report is made by Bell Desk. (True/False)
7. Suggestive selling is a sales technique aimed at persuading guests to purchase additional products or services. (True/False)
8. Seasonal rates are fixed room rates that remain constant throughout the year. (True/False)
9. Handling a fussy guest requires remaining calm and proactive in finding a resolution to their concerns. (True/False)
10. Location is a factor to be considered while room rate establishment. (True/False)
11. A hotel wants to promote its new spa services. Which of the following sales promotion campaign will be used?
 - a. Creating posters and brochures highlighting spa packages
 - b. Advertising the spa services on the hotel website
 - c. Offering discounted rates for spa treatments via email newsletters
 - d. All of the above
12. How do hotels establish basis for charging room tariff?
 - a. Check-in/check-out basis
 - b. Twenty-four-hour basis
 - c. Night basis
 - d. All of the above
13. Which of the following factor may affect room tariff?
 - a. Housekeeping quality
 - b. Meal Plan
 - c. Engineering maintenance
 - d. Employee training
14. How can hotels handle irate guests effectively?
 - a. Argue with Guest
 - b. Listen attentively and address concerns calmly
 - c. Ignore their complaints
 - d. Ask them to leave the premises
15. Which of the following sales techniques involves offering additional products or services to guests?
 - a. Upselling
 - b. Suggestive selling
 - c. Down selling
 - d. Substitute selling

PART B

Attempt any three (03) questions (Long Answer).

(10x3=30)

- Q1. Discuss Night Audit & its significance. Explain each step of Night Audit process.
- Q2. Being a Sales Executive, plan a sales call for a prospective company.
- Q3. Compare and contrast various types of room tariffs and discuss factors that influence room tariff fixation.
- Q4. Analyze the market-based pricing strategy and compared it with cost-based pricing methods.
- Q5. Classify various categories of guests that hotels might encounter, and what approaches can hotel staff utilize effectively cater to their requirements and fulfill their expectations?

PART C

Attempt any five (5) questions (Short answer).

(5X 5= 25)

- Q1. How will you handle an Irate Guest? Give example.
- Q2. Compare Rule of Thumb & Hubbart formula for establishing room.
- Q3. How advertising significantly contributes to the expansion of the hotel industry?
- Q4. Identify the sales tools used in hotels.
- Q5. Discuss the functions of Night Audit.
- Q6. How leisure activities can benefit Guest & Hotel? Explain
- Q7. Describe the basis of charging room rate.

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BACHELOR OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY (B.H.M.C.T)
2nd YEAR, 4th SEMESTER EXAMINATION
ACCOMODATION OPERATION- II
BHM 404

Time: 3:00 Hrs.

Max. Marks: 70

PART-A (Very Short Answer)

Attempt all multiple choice questions.

(01X15=15)

1. Every Room Checked
 - a) Twice a week b) Twice Daily c) once daily d) Once a week
2. Room Checking done in
 - a) Clockwise from low to high level b) Anti clockwise from high to low level
 - c) Clockwise from high to low level d) both b and c
3. Checklist use for room inspection is
 - a) Brown Room Check List b) Inspection Checklist c) Room Checklist
 - d) Room Inspection Checklist
4. Person Responsible for cleaning a room
 - a) GRA b) GRE c) Lobby Manager d) Housekeeping Assistant
5. Person Responsible for checking of clean room
 - a) GRE b) Lobby Manager c) Floor supervisor d) Housekeeping Manager
6. Linen that is officially declared unfit for use
 - a) Cut down b) Makeovers c) Discarded linen d) None of these
7. A hand held spray bottle to produce fine mist of water
 - a) Mistress b) Mister c) Jug d) none of these
8. Soft furnishings includes
 - a) Upholstery, Bed covers b) Drapery, Bed covers , curtains
 - c) Drapery, Upholstery, Bed covers d) Don't know
9. What is main product a hotel property sells?
 - a) Towels b) Amenities c) Guestroom d) Hotel sells themselves
10. OPL stands for
 - a) Open premises laundry b) Off premises laundry c) Of premises laundry d) On premises laundry
11. One important thing that is kept in washroom in a hotel room is
 - a) Hair dryer b) Menu Card c) Torch Light d) None of the above
12. Term used to denote money given on behalf of the guest
 - a) Skipper b) Paid out c) Money Out d) Sleep Out
13. CRS Full form
 - a) Central Registration System b) City Registration System
 - c) Central reservation system d) None Of The Above
14. Guest who checks out of the hotel after his /her originally scheduled checked out date is known as
 - a) Stay over b) Under stay c) Departure d) overstay
15. When a hotel do not charge a guest for the room rate from a guest it is called
 - a) Crib Rate b) Complimentary rate c) Travel Agent Rate d) Advance Purchase Rate

PART-B (Short Answer)

Attempt any (5) questions. Each question carries equal marks.

(5X 5= 25)

- Q2. Discuss the measurement of sound and control of noise in hotels.
- Q3. Write a short note on waste disposal.
- Q4. Define air conditioning .How does an air conditioner cool and dehumidify air.
- Q5. Write in detail about water conservation procedure in housekeeping.
- Q6. Why training is important for the employees.
- Q.7. Housekeeping operations are turning eco friendly .Disceuss

PART-C (Long Answer)

Attempt any three questions. Each question carries equal marks.

(3X 10= 30)

- Q.8.What is pests? What are the general methods of pest control in a hotel.
- Q.9. Explain various types of guest complaints in detail.
- Q.10.Discuss the factors to be considered while designing hotel room that can cater to the needs of disabled guest.
- Q.11What is the different methods for motivating the employees.
