

Printing Pages : 1

Paper Code : BHM-408

Enrollment No.

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(BHMCT)

2nd YEAR, 4th SEMESTER EXAMINATION
MARKETING OF SERVICES

Time: 3:00 Hrs.

Max. Marks :70
(15x1=15)

Attempt All Questions. Each Question Carry Equal Marks

Q.1 MCQ, fill in blanks & True/False

- (a) Which of the following is NOT a characteristic of services?
a. Intangibility b. Perishability c. Heterogeneity d. Standardization
- (b) What is the emerging scenario of the hospitality sector in India?
a. Decrease in demand for hospitality services b. Increase in international visitors
c. Decrease in the number of hotels d. Increase in the popularity of budget hotels
- (c) What is the definition of branding?
a. The process of developing and promoting a unique identity for a product or service
b. The process of advertising a product or service
c. The process of setting prices for a product or service
d. The process of developing new products or services.
- (d) What are the four Ps of the marketing mix?
a. Price, product, promotion, and personnel b. Price, product, promotion, and place
c. Physical evidence, people, process, and promotion d. Price, product, people, and process
- (e) What are the factors involved in pricing a service product?
a. Cost, competition, and customer demand b. Place, promotion, and personnel
c. Physical evidence, people, and process d. Product, place, and promotion.
- (f) What is the service life cycle?
a) The stages a service product goes through from development to decline
b) The amount of time a service can be provided before it must be replenished
c) The process of creating a new service product
d) The period of time during which a service is in demand
- (g) What is the importance of physical evidence in service?
a) It allows services to be stored for longer periods of time b) It helps customers evaluate the quality of the service before purchasing
c) It reduces the need for distribution channels d) It improves the effectiveness of advertising
- (h) Which of the following is a management strategy for service businesses?
a) Mass production b) Mass customization c) Mass marketing d) Mass distribution
- (i) Definition of services is a characteristic of services. True False
(j) The hospitality sector in India is not changing. True False
(k) Product differentiation is not important for service products. True False
(l) Advertising is not a tool of promotion in services marketing. True False
(m) Service encounter refers to the moment of truth. True False
(n) Service employees play a _____ role in a service business.
(o) The service life cycle includes the stages of _____, introduction, growth, maturity, and decline.

PART B

Attempt any three questions. Each question carries equal marks.

(3X10= 30)

1. What is a service? Provide a definition and explain the characteristics of services.
2. How do goods and services differ from each other? Provide examples of each
3. What is product differentiation? Why is it important in services marketing? Discuss the role of branding in creating differentiation.
4. What is service recovery? Discuss the strategies that can be used to handle complaints effectively.

PART C

Attempt any five questions. Each question carries equal marks.

(5X 5= 25)

2. Evaluate the importance of management strategies for service businesses in achieving success.
3. Describe the seven Ps of services marketing mix
4. Discuss the different distribution channels for services and explain the role of hospitality intermediaries
5. Describe the concept of e-commerce.
6. Explain the Five Gap Model of service quality and discuss the different strategies to overcome gaps in the hospitality industry.
7. Discuss the different methods of managing demand and capacity in the hospitality industry.

(BHMCT)
2nd YEAR, 4th SEMESTER EXAMINATION
REGIONAL CUISINE OF INDIA

[Max. Marks : 70]

[Time : 03:00 Hours]

Note : Attempt all the questions as per given instructions.

[15×01=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) MeethaKaddu (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
- IV What is 'Ghee'?
(a) Clarified butter (b)Animal fat (c) Vanaspati
- V Which city is famous for vadapav and Pavbhaji
(a) Mumbai (b) Lucknow (c) Kolkata
- 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 GattekiSabji 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.
(a)Khichdi (b) Rogan Josh (c) Dal Makhani (d) Chana Masala
- XV HACCP stands for Hazard Analysis Crucial Control Point
(a)True (b)False

[10×3=30]

2. Answer in long (any three)

- I What is Wazwan? Mention number of courses involve along with their name.
- II Mention speciality dishes of region of Andhra along with ingredients used in making Potli masala.
- III Mention the list of snacks eaten by the people of Gujarat and Maharashtra.
- IV Write down the speciality dishes prepared by people of Gujarat.

[5×5=25]

3. Answer in short (any five)

- I Mention the eating habits and style of people of Awadh.
- II Write down the basic characteristics of Kashmir cuisine. Mention various selections of dishes eaten by Kashmiri Pundits and Muslims.
- III Write down the names of five Indian breads Indian sweets.
- IV List of small and large equipment's used in Indian kitchen.
- V Explain the process involved in Dum cooking with relevant diagram and few examples?
- VI Mention at least five specialty dishes of Hyderabad cuisine.
- VII What do you mean by Tandoor cooking with name of basics required in making tandoor? Briefly explain various paste and thickeners used in Indian kitchen.

12/05/23

Printing Pages : 1

Paper Code : BHM-402

(A) (SVSU) : 2022-2023/R

Enrollment No.

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Bachelor of Hotel Management and Catering Technology (BHMCT)
4th Semester / 2nd Year Examination
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]

- I Which method of making cocktails involves pouring ingredients into a glass and then stirring them together?
a) Stirred b) Shaken c) Built-up d) Layered
- II Which type of still is commonly used in the production of Scotch whisky?
a) Pot still b) Patent still c) Both A and B d) Neither A nor B
- III Which type of cocktail is typically made with tequila, lime juice, and triple sec?
a) Margarita b) Manhattan c) Martini d) Sidecar
- IV Which type of banquet function is typically more formal?
a) Informal b) Buffet c) Seated dinner d) Cocktail reception
- V Which spirit is made from agave plant?
a) Rum b) Gin c) Vodka d) Tequila
- VI A buffet can only have one type of food. (True/ False)
- VII Vodka can only be made from potatoes. (True/ False)
- VIII Sloe gin is made using sloe berries. (True/ False)
- IX Built-up cocktails involve shaking the ingredients together. (True/ False)
- X Pressing, maceration, infusion, and percolation are the methods of production of liqueurs. (True/ False)
- XI Cognac and Armagnac are types of _____.
- XII The two methods of making cocktails are _____ and _____.
- XIII Scotch whisky is made from _____ and is primarily produced in _____.
- XIV Bourbon is a type of American whiskey that must be made from at least _____ % corn.
- XV The golden rules for making cocktails include using fresh ingredients, measuring accurately, and _____.

2. Answer in long (any three)

[10×3=30]

- I Compare and contrast the distillation process of pot stills and patent stills.
- II Categorize different types of distilled beverages and provide examples of each.
- III List down 5 recipe of Vodka base cocktails.
- IV Explain Banquet? List down the duties and responsibilities of Banquet Manager

3. Answer in short (any five)

[5×5=25]

- I Explain cocktails and methods of making cocktails.
- II List down different Light and heavy equipment used in Bar.
- III Categorize the different types of rum, including white, dark, and golden.
- IV Evaluate different international brands of brandy.
- V Define whiskey and describe the raw materials and manufacturing process of Scotch whiskey.
- VI Provide examples of national and international gin brands.
- VII Evaluate the different types of liqueurs.

Enrollment No.

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ВНМСТ

BHMC I
2nd Year 4rd SEMESTER EXAMINATION
ACCOMMODATION OPERATION II

[Max. Marks : 70]

[Time : 03:00 Hours]

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

$\{01 \times 15 = 15\}$

1. Answer the Following Questions

- I DND
- II LAN
- III WAN
- IV S/O
- V S/B
- VI The department housekeeping would interact closely on a daily basis would be-
A. Accounts, B. Engineering, C. HRD, D. Sales
- VII While servicing rooms priority should be given as-
A. Occupied rooms, guest requests, vacant rooms, B. Vacant rooms, occupied rooms, guest requests, C. Guest requests, vacant rooms, occupied rooms, D. Occupied rooms, dirty rooms, guest request
- VIII Major public area cleaning should be undertaken between-
A. 2100 and 0300 hrs, B. Midnight to 0600 hrs, C. 0300 and 0800 hrs, D. 1200 to 1800 hrs
- IX A frequency schedule tells you-
A. How often to clean, B. How long it should take to clean, C. How many people should clean, D. How and where to clean
- X All Lost and Found articles should be handed over to-
A. Security, B. Engineering, C. Housekeeping, D. Personnel
- XI Hotels located in the heart of the city-
A. Downtown Hotel B. Airport Hotel C. motel D. resort
- XII Hotel with gambling facility-
A. Casino Hotels B. suite hotel C. stay hotels D. resort
- XIII Two or more people work together on same work-
A. team cleaning B. cleaning C. task cleaning D. deep cleaning
- XIV It is a agreement between two parties for a business deal-
A. contract B. rate agreement C. procedure D. leasing
- XV Hotels located in the highways-
A. Inn B. Resort C. Motel D. Boatel

$$\{10 \times 3 = 30\}$$

2. Answer in long (any three)

- Answer in long (any three)**
- I** Explain in detail about energy conservation procedure in housekeeping.
- II** What are the effects of noise on human health?
- III** What are pests? Why their control is important in a hotel.
- IV** What way IT system be utilized in housekeeping?

[5x5=25]

3. Answer in short (any five)

- Answer in short (any five)**
- I** Write down the eco friendly products used in housekeeping.
 - II** Explain the term noise. Explain it.
 - III** Write a short note on waste disposal.
 - IV** What are the considerations for a good lighting system?
 - V** Write down various types of guest complaints.
 - VI** Describe Why training is important for the employees.
 - VII** Write down about the refurbishing and redecoration.

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16/05/23

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(C) (SVSU) : 2022-2023/R

Enrollment No.

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(BHMCT)
2nd YEAR, 4th SEMESTER EXAMINATION
FRONT OFFICE OPERATION -II

Time: 3:00 Hrs.

Max. Marks:70

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

Section A: Multiple Choice Questions

(1x15=15)

- What are the common errors that can occur during a Night Audit? _____ errors, _____ errors, and _____.
- Suggestive selling is a sales technique that involves _____ a guest to purchase a product or service.
- Brochures, posters, e-displays, tent cards, and websites are examples of _____.
- A sales technique that involves offering a higher-priced product or service to a guest is called _____.
- The different types of rates offered by hotels include _____ rates for corporate clients.
- Suggestive selling and up selling are the same thing. (True/False)
- Overbooking is not a common sales technique for hotels. (True/False)
- Sales tools like websites and brochures are important for promoting hotel products. (True/False)
- A fussy guest may be difficult to please or demanding. (True/False)
- Night auditing is a process that takes place during the day. (True/False)
- Which of the following is NOT a component of Night Auditing process?
a) Closing of accounts b) Checking of transactions c) Handling guest complaints d) Preparation of reports
- What is a BAR rate?
a) Best available rate b) Basic accommodation rate c) Business associate rate d) Budget accommodation rate
- Which of the following is a sales tool used for promoting leisure activities and services?
a) Brochure b) Invoice c) Inventory list d) Job description
- Which of the following is NOT a sales technique used by Front Office Department?
a) Overbooking b) Upselling c) Outsourcing d) Suggestive selling
- What is the best approach to handling an irate guest?
a) Argue with them and defend the hotel's position
b) Apologize and offer a solution to their problem
c) Ignore them and hope they will calm down on their own
d) Refuse to serve them and ask them to leave

PART B

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

(10x3=30)

- Q1. Explain the Night Auditing process in detail.
- Q2. What are the different types of guests that hotels can encounter, and how can staff handle them effectively?
- Q3. Distinguish between Suggestive selling, up selling, down selling.
- Q4. What are the different types of rates that hotels can offer, and how do they benefit guests?
- Q5. Describe the steps involved in planning a sales call.

PART C

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

(5X 5= 25)

- Q.6. Write short notes on Advertisement.
- Q.7. What are some sales tools used in hotels?
- Q.8. What are the factors that affect room tariff?
- Q.9. What is the seasonal rate and when is it used?
- Q.10. What are the errors that can occur during Night Audit?
- Q.11. Enlist the leisure activities organized by the hotel.
- Q.12. How can a hotel ensure that all guests feel welcome and comfortable?

Printing Pages : 1

Paper Code- BHM -405

(B) (SVSU) : 2022-23/R

Enrollment No.

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BHMCT
2nd Year 4th SEMESTER EXAMINATION
EVENT MANAGEMENT

[Time : 03:00 Hours]

[Max. Marks : 70]

Note: Attempt all the questions as per given instructions.

1. Answer the following questions.

[01×15=15]

- I Mega events are organized at national level. True False
- II Various Niche events are organized to promote tourism. True False.
- III The purpose of sponsored event is to attract potential customers. True False
- IV Market and target market represent two different categories of customers. True False
- V One of the characteristics of event is 'one the spot consumption'. True False
- VI CRS stands for
- VII D2C stands for
- VIII EAP stands for
- IX MICE stands for
- X RFP stands for
- XI Notifying local residents and businesses of traffic plan is a part of -
 (i) Traffic management (ii) Venue Management
 (iii) Audience Management (iv) Stakeholder management
- XII Which department is responsible for the publicity of the event?
 (i) Hospitality Department (ii) program coordination department
 (iii) Promotion Coordination Department (iv) None of these
- XIII Which one is not a Mega event?
 (i) FIFA World Cup (ii) Olympic Games
 (iii) Cricket World Cup (iv) Mysore Dashhara Festival
- XIV Which is not a private event?
 (i) Wedding event (ii) Anniversary Event
 (iii) Ring Ceremony (iv) Diwali festival
- XV What do you mean by freight?
 (i) Venue (ii) Decoration (iii) Bulk Transportation (iv) None of these

2. Answer in long (any three)

[10×3=30]

- I Describe in detail the characteristics of event.
- II Events can be categorized in general four broad categories. Describe it in detail.
- III Why financial consideration is very important for a successful event organizer?
- IV Why risk management is becoming more important for organizing a successful event? Explain.
- V What are the factors affect event planning? Describe in detail.

3. Answer in short (any five)

[5×5=25]

- I Describe the term Niche event.
- II Describe the functions of event management.
- III Promotional tools used to marketing the event.
- IV What is SWOT analysis of an event? Describe.
- V Give a short description on – Mega event and major event.
- VI Describe the types of events having tourism oriented approach.
- VII Provide the function of vice-president in a big event committee.
