

**B.SC. (HOSPITALITY & HOTEL ADMINISTRATION)(CBCS
2016 COURSE SEM-IV : SUMMER - 2018
SUBJECT: ACCOMMODATION OPERATIONS-II**

Day : Wednesday
Date : 11/04/2018

S-2018-2129

Time 02.00 PM To 04.30 PM
Max. Marks: 60

N.B. :

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.

SECTION – I

- Q. 1** Answer **ANY SIX** of the following. **(06)**
- | | |
|---------------|--------------------|
| 1) Axminster | 5) Sky Light |
| 2) Bow Window | 6) CFL |
| 3) Shams | 7) Venetian Blinds |
| 4) Terrazzo | 8) Shoji screen |
- Q. 2** Answer **ANY THREE** of the following. **(12)**
- a) Write a short note on following principles of design.
 - i) Balance
 - ii) Proportion
 - b) Why do hotels renovate their properties?
 - c) Draw colour wheel and explain types of colour.
 - d) What are the different types of lighting systems and fixtures used in the following areas:
 - i) Lobby
 - ii) Bar
 - iii) Suite
 - iv) Floor Corridor
- Q. 3** Answer **ANY THREE** of the following. **(12)**
- a) Explain soft window treatments.
 - b) What are the functions of accessories in interior decoration?
 - c) Explain use, care and maintenance of following floor finishes:
 - i) Granite
 - ii) Wood
 - iii) PVC
 - iv) Carpets
 - d) Explain various types of wall coverings used in hotels.

SECTION – II

- Q. 4** Answer **ANY SIX** of the following. **(06)**
- | | |
|------------------|--------------------|
| 1) Up-selling | 5) Wash factor |
| 2) Hospitality | 6) Commercial rate |
| 3) CVGR | 7) USP |
| 4) Point of sale | 8) GHC |
- Q. 5** Answer **ANY THREE** of the following. **(12)**
- a) Why should front line employees be involved in the development of a service management programme?
 - b) Discuss the concepts of a hard key system.
 - c) How to develop a “Point of Sale” front office.
 - d) How does front office department coordinate with the following:
 - i) Banquets
 - ii) Sales & marketing
- Q. 6** Answer **ANY THREE** of the following. **(12)**
- a) Explain various sales tools and techniques used by front office department.
 - b) Why is follow through necessary in the continued delivery of hospitality?
 - c) Write a short notes on:
 - i) Areas for promotion at front office
 - ii) Incentive programmes
 - d) What types of packages sales and marketing team can offer to attract the following types of guests:
 - i) Independent business travelers.
 - ii) A tour group

* * * * *