

B.B.A. SEM – V (2015 CBCS COURSE) : WINTER - 2017
SUBJECT: ELECTIVE – I: 6) PRINCIPLES & CONCEPTS OF HOSPITALITY
MANAGEMENT (HOSPITALITY MANAGEMENT)

Day: Tuesday
Date: 14/11/2017

Time: 02.00 PM TO 05.00 PM
Max Marks. 60

W-2017-1541

N.B.:

- 1) Attempt **ANY THREE** questions from Section – I and attempt **ANY TWO** questions from Section – II.
 - 2) Answers to both the sections should be written in **SEPARATE** answer books.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION – I

- Q.1** List and explain various types of table services in detail with examples. [10]
- Q.2** State and explain the festive dishes of each course of the following cuisine: [10]
a) Maharashtra
b) Punjab
- Q.3** State and discuss the role of House keeping department in getting a repeat business to the Hotel. [10]
- Q.4** State and explain the attributes of front office personnel of a five star hotel. [10]
- Q.5** Discuss the daily cleaning of an occupied room and state the general principles of cleaning room. [10]

SECTION – II

- Q.6** Explain in brief the Origin, USP and the role of the following hotel chains in the Indian Hospitality sector: [15]
a) Ashoka group of Hotels b) Welcome group of Hotels
- Q.7** Classify hotels on the basis of : [15]
a) Length of stay b) theme c) facilities d) location
- Q.8** Discuss the elements of Marketing mix in brief. State the strategies adopted for pricing hotel rooms. [15]

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