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**SARDAR PATEL UNIVERSITY**  
**F.Y.B.B.A. (First Semester) (CBCS) EXAMINATION**  
**2010**

**Monday, 22<sup>nd</sup> November**

**2.30 p.m. to 4.30 p.m.**

**UM01CBBH04 : Introduction to Hospitality**

**Maximum Marks : 60**

**Note:-** Answers of all the questions (including multiple choice questions) should be written in the provided answer book only.

Q1 (i). Fill in the blanks: (5 Marks)

- a. Warm welcome & reception to an stranger is known as \_\_\_\_\_
- b. \_\_\_\_\_ is the recipient of hospitality
- c. Chairman of ITC Ltd. Is \_\_\_\_\_
- d. Hyatt corporation inc. is originated in \_\_\_\_\_
- e. Fortune Park Hotels Ltd. Is the sister concern of \_\_\_\_\_

Q (ii) Explain 3 leading hospitality personalities attached to international hotel chain? (10 Marks)

Or

Q1 (i). Fill in the blanks: (5 Marks)

- a. Founder of Marriot hotel Inc. is \_\_\_\_\_
- b. \_\_\_\_\_ is the one of the important landmark in the development of hotel
- c. Host provides services to \_\_\_\_\_
- d. Services are \_\_\_\_\_
- e. Origin of hotel industry goes back to \_\_\_\_\_ century

Q1 (ii) What are the current & future scenario of hotel industry? (10 Marks)

Q2 (i) Write True or False? (5 Marks)

- a. Hospitality is a Product
- b. Tourism is an tangible service
- c. Orchid hotel is a ecotel
- d. Accommodation includes only front office department
- e. Recycle is a process of eco friendliness

Q2 (ii) Explain ownership pattern of running a hotel business? (10 Marks)

Or

Q2 (i) Write True or False?

(5 Marks)

- a. Calendar machine is used in Front Office Department
- b. Night auditing is a clerical job
- c. Executive House Keeper is H.O.D of House Keeping Department
- d. Cesar Ritz was a fine culinary expert
- e. Raymond Bickson is present Chairman of Taj Group of Hotels

Q2 (ii) Write down the organisational structure of Hotel Front Office Department? (10 Marks)

Q3. (i) Multiple Choice Questions?

(5 Marks)

- a. Bell boy is responsible for? (bell, luggage handling, courtesy coach)
- b. Who is responsible for chamber maid trolley? (Security, Room attendant, Desk controller)
- c. Demi chef de partie is responsible is ( executive, assistant or section head)
- d. Restaurant manager reports directly to (Chairman, Food service manager, Chief finance officer )
- e. Head of hotel engineering & maintenance department is (executive chef, Telecommunication engineer, Chief engineer)

Q3. (ii) Explain the lay- out of hotel Food production department, its objective in details?

(5 Marks)

Q3. (iii) Introduce hotel sales & marketing department?

(5 Marks)

Or

Q3. (i) Multiple Choice Questions?

(5 Marks)

- a. Banquet sales co-ordinator is a member of (Front Office, Accounts, Food & Beverage Service)
- b. Carpentry task is related to (hotel housekeeping, front office ,administration & accounts )
- c. Budgetary control is associated with (sales & marketing, accounts, engineering)
- d. Room Service is also known as (IRD, Bar, Floor Pantry)
- e. Menu Pricing is primary function of (Purchase, Food Production or House Keeping)

Q3. (ii) Write down the duties & responsibilities of Hotel Engineering & Maintenance Deptt. Of a hotel?

(5 Marks)

Q3. (iii) Introduce food & beverage service department in details of its objective, lay-out, organisational structure?

(5 Marks)

Q4 (i). Write True or False?

(5 Marks)

- a. Enhanced service provider are better than basic service arrangement
- b. Qualities & etiquettes are same characteristics

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- c. House rules are made for guests comforts
- d. Separability is a service character
- e. Time management is equally for important to that of priority setting

Q4 (ii). Cite at least 5 Examples of house rules & justify the statement? (5 Marks)

Q4 (iii). Explain 5 etiquettes of hospitality professionals? (5 Marks)

Or

Q4 (i) Write True or False? (5 Marks)

- a. Service is Non-perishable
- b. Co-ordination is a determinant of service quality
- c. Loyalty is a quality of hotel professional
- d. Team work constitute team leaders only
- e. Every organisation has similar house rules

Q4. (ii) Explain various service products & characteristics? (5 Marks)

Q4. (iii) What is meant by Co-ordination? Furnish at least three examples of inter-intra co-ordination of a hotel? (5 Marks)

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