

[A-1] Seat No. _____

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SARDAR PATEL UNIVERSITY
BBA (HM) (HONS) (VII Semester) Examination
Saturday, 3rd December
2016
10.00 am - 12.00 pm
UM07EBBH03 : Accommodation Management - I

Total Marks: 60

Note: 1. Figures to the right indicate marks of the questions.
2. Answers should be to the point.

- Q.1. (A) What is the concept of MICE? Explain. [08]
(B) Explain the factors that are required to be considered while planning MICE. [07]
OR
- Q.1. Make organizational chart of sales and marketing department and explain the roles of different positions in hierarchy. [15]
- Q.2. (A) Describe principles of design. [08]
(B) Describe elements of design. [07]
OR
- Q.2. (A) Explain how to select fabric for hotels. [08]
(B) Describe the yarn manufacturing process. [07]
- Q.3. (A) Describe "redecorating & Snagging list" briefly. [08]
(B) Draw the layout of a suite room with furniture arrangement in it. [07]
OR
- Q.3 (A) Explain brochure and tariff card. [07]
(B) Draw the layout of a lobby and write down the equipments required in front office department of a hotel. [08]
- Q.4. (A) Explain different methods of training. [08]
(B) Describe the coordination between front office and sales & marketing department in a hotel. [07]
OR
- Q.4. How to make marketing plan? Describe. [15]
