

D 32308

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2022**

B.H.A.

BHA 1B 01—INTRODUCTION TO THE HOSPITALITY INDUSTRY

(2019—2022 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A (Short Answer Type)*Each question carries 2 marks.**Ceiling 25.*

1. What is chain hotel ?
2. Who is a Concierge ?
3. Define fixed week ownership.
4. Who is a Potential customer ?
5. Define pent house.
6. Name any *four* international cruises.
7. Differentiate between deluxe room and duplex room.
8. What are the various modes of reservation.
9. What are Floatels ?
10. What is guest service experience ?
11. What is Arab ki Sarai ?
12. Define Ergonomics.
13. Define industrial catering.
14. What do you mean by Red book ?
15. What is Penthouse ?

(25 Marks)

Turn over

Part B (Paragraph Type Questions)

Each question carries 5 marks.

Ceiling 35.

16. Write down the procedure for handling Left Luggage.
17. Write down the basic qualities of front office staff. Ensure salesmanship:
18. Bring out the concept of time share hotels.
19. How a front office assistant can perform as a salesman ?
20. Explain the functions of Bell Desk.
21. Write down the classification of hotels based on location.
22. Explain the advantages of franchising a hotel.
23. Point out the duties and responsibilities of Lobby Manager.

(35 Marks)

Part C

*Write any **two** essay questions.*

Each question carries 10 marks.

24. Discuss the origin and development of hotel industry.
25. Explain the various types of guest problems in front office.
26. Discuss the various files and register maintained in hotel front office.
27. Briefly explain the Personality Traits of a front office personnel.

(2 × 10 = 20 marks)