

BHA
147852

D 12587

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS-UG) DEGREE EXAMINATION
NOVEMBER 2021**

B.H.A.

BHA1B01—INTRODUCTION TO THE HOSPITALITY INDUSTRY

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer atleast ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall ceiling 30.

1. What is the duty of Front office supervisor ?
2. Define the term "Grand tour".
3. Who created Grand Trunk roads in India ?
4. Define the term "Referral group hotels".
5. Define the term "Heritage hotel".
6. Define the term "Auberge / Gasthof / Herberge".
7. What is efficiency room ?
8. Define SPATT room.
9. What is customer relationship management ?
10. How to improve customer satisfaction ?
11. What is sales force automation ?
12. Define the term "Customer care".
13. What is Muzafir Khana ?
14. Define the term "Sanatoria".
15. What is European plan ?

(10 × 3 = 30 marks)

Turn over

147852

Section B

Answer atleast five questions.

Each question carries 6 marks.

All questions can be attended.

Overall ceiling 30.

16. Write the advantages of Franchise hotels.
17. Why does front office co-ordinate with House keeping department ?
18. What are the important components of customer service ?
19. Write the benefits of customer relationship management.
20. Write short note on Caravan Sarai.
21. Define the term "Hotel guest" and how do you classify them.
22. What are the stages in guest cycle ? Describe any one stage.
23. Write short note on Non-commercial catering establishments.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Who are the earliest travellers to Indian soil ?
25. Explain the term supplementary accommodation with examples.
26. How customer relationship is maintained in Star Hotels ?
27. Describe the job description of a Lobby manager.

(2 × 10 = 20 marks)