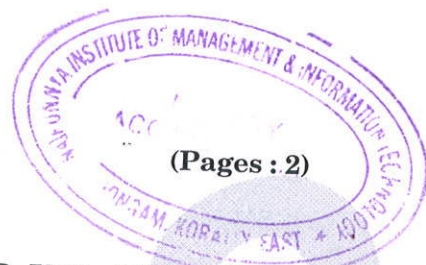


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Name.....

Reg. No.....

**SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**

(CBCSS—UG)

Hotel Management and Catering Science

BSH 6B 11—ROOMS DIVISION MANAGEMENT

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

**Section A**

*Answer at least **eight** questions.*

*Each question carries 2 marks.*

*All questions can be attended.*

*Overall Ceiling 16.*

1. What is CRS ? Give two examples
2. What is RevPar ?
3. What is room revenue analysis ?
4. What does ADR show ?
5. Why is it important to understand RevPar ?
6. What is Customer satisfaction score (CSAT) ?
7. What do you understand by CAN DO ATTITUDE ?
8. Define Total quality Management ?
9. Define Benchmarking ?
10. How do you calculate yield ?
11. What do you understand by Anticipated group business ?
12. What is Business process re-engineering (BPR) ?

(8 × 2 = 16 marks)

**Turn over**

**Section B**

*Answer at least **four** questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 24.*

13. Write a note on NSDC ?
14. Explain different types of bench-marking ?
15. Briefly explain non guest operated PMS interfaces ?
16. Why are soft skills being so importance for hospitality staffs ?
17. What are the challenges in yield management ?

(4 × 6 = 24 marks)

**Section C**

*Answer any **two** questions.*

*Each question carries 10 marks.*

18. What are 10 essential soft skills that a future hospitality and tourism manager should master ?
19. Discuss in detail digital and interactive signage in the hospitality industry ?
20. Explain in details hotel yield management ?
21. Discuss the steps involves in the selection of PMS ?

(2 × 10 = 20 marks)