

D 100470**(Pages : 2)****Name.....****Reg. No.....****SIXTH SEMESTER U.G. (CBCSS-UG) DEGREE EXAMINATION, MARCH 2024****BHA****BHA 6B 20—ROOM DIVISION MANAGEMENT****(2019 Admission onwards)****Time : Two Hours and a Half****Maximum : 80 Marks****Part A***Answer the following in not exceeding one paragraph each.**Each question carries 2 marks.**(Maximum 25 marks).*

1. Define room division.
2. Define yield.
3. What is meant by Central Reservation System ?
4. Define Hotel revenue management.
5. Define point of sales.
6. What do you mean by room rate ?
7. What is meant by soft skill ?
8. Define Bench marking.
9. Define share index.
10. What is meant by strategies ?
11. Define data analysis.
12. What is meant by information desk ?
13. What is front of the House ?
14. Define computer application.
15. Define Management.

(25 marks)**Turn over**

Part B

*Answer the following in not exceeding 120 words.
Each question carries 5 marks.
(Maximum 35 marks).*

16. What is the meaning of property management system ? Explain.
17. What is a self-service kiosk ?
18. What is Yield management and why is it important ?
19. What is forecasting in Hotel industry ? Explain.
20. Brief the types of performance methods.
21. How do you calculate occupancy rate ?
22. What are several tactics that may be appropriate to take when room demand is low ?
23. Write the principles of Total Quality Management.

(35 marks)

Part C

*Answer any two questions in not exceeding three pages each.
Each question carries 10 marks.*

24. Explain the components of property management system.
25. What are the advantages and disadvantages of yield management ?
26. Explain about market share index.
27. Elaborate the soft skill requirements for the service industry.

(2 × 10 = 20 marks)