

D 120040**(Pages : 2)****Name.....****Reg. No.....****SIXTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
MARCH 2025****B.H.A.****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. What do you mean by Total Quality Management ?
2. What do you mean by Benchmarking ?
3. What is Hotel Yield Management ?
4. What do you mean by Self service terminal ?
5. Define Goki.
6. Explain occupancy rate.
7. Explain the term “Interface”.
8. What do you mean by information kiosk ?
9. What is a Point-of-Sale System.
10. What is online check-in ?
11. What is Goal alignment.
12. Explain Revenue per available room
13. Explain Average Daily Rate.
14. What is keyless check-in ?
15. What is Kaizen ?

Turn over

Part B

Answer the following questions not exceeding 120 words.

Each question carries 5 marks.

Maximum 35 marks.

16. Explain the importance of TQM.
17. Briefly explain about the job opportunities in hospitality industry.
18. Explain about Hard skills and soft skills with relevant examples.
19. Explain about several yield management strategies hotels use to implement.
20. Explain about the implementation of Total Quality Management with Safety Culture.
21. What are the advantages and disadvantages of Self-service technology in hotel industry.
22. Explain about the importance of forecasting.
23. What is the Key Difference between Total Quality Management and Lean Manufacturing ?

Part C

*Answer any **two** questions in not exceeding **three pages** each.*

Each question carries 10 marks.

24. Briefly explain about the Principles of Total Quality Management.
25. What are the different methods of measuring yield in the hotel industry ?
26. Explain about Hotel Pricing Strategies.
27. Define PMS and explain the different types of modules in PMS.

(2 × 10 = 20 marks)