

D 130199**(Pages : 2)****Name.....****Reg. No.....****FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2025**

Hotel Management and Catering Science
BSH 5B 09—ROOMS DIVISION MANAGEMENT
(2020 Syllabus)

Time : Two Hours**Maximum : 60 Marks****Section A**

*Answer the following questions in not exceeding **one paragraph**.*

Each question carries 2 marks.

(Maximum Marks 20)

1. Define PMS.
2. What do you mean by booking Engine ?
3. Define CRM.
4. What do you mean by Reservation Management ?
5. Define Back office.
6. What is meant by On - premise PMS ?
7. Define Product Selling.
8. What is mean by Rev PAR ?
9. Define Average Daily Rate.
10. Define Dynamic Pricing.
11. Define Yield Management.
12. Define Bench Marking.

Turn over

Section B (Short Essay)

Answer the following questions in not exceeding 120 words.

Each question carries 5 marks.

(Maximum Marks 20)

13. Discuss the role of property management system in modern hotel front office operations.
14. Explain the concept of yield management and its importance for hotels.
15. How do you evaluate hotel performance ?
16. How do hotel evaluate the success of the property ?
17. Outline the role of team work.

Section C (Long Essay)

*Answer any **two** questions in not exceeding 250 words.*

Each question carries 10 marks.

18. Elaborate about- self service terminal and information Kiosk.
19. Continuous improvement within the context of hotels to meet guest expectations is important. Explain.
20. Discuss how leadership commitment principle of total quality management applies to the hospitality industry to enhance customer satisfaction.
21. Explain why communication and interpersonal skills are crucial for success in the hospitality sector.

(2 × 10 = 20 marks)