

Odd SEMESTER EXAMINATION, 2022-23

BHMCT-7th Sem. year.4th

Subject Name-Room Division Management-II

Time- 3 hrs.

Max. Marks- 100

Note- Attempt all question. All Questions carry equal marks. In case of any ambiguity or missing data, the same may be assumed and state the assumption made in the answer.

Ques. 1 Answer any four Questions of the following.

4x5=20

- a) How Performance standards are achieved in housekeeping operations?
- b) Explain the steps involved in planning a duty roster.
- c) What is a Frequency schedule?
- d) Differentiate between Remedial training and Refresher training.
- e) What are the benefits of training?
- f) What do you understand by job allocation?

Ques. 2 Answer any four Questions of the following.

4x5=20

- a) What are the benefits of yield management?
- b) Give the formula to calculate yield and support it with one example.
- c) What 'high' and 'low' demand tactics do hotels employ to maximize revenue?
- d) Explain the different types of room rates used in hotels. What is 'BAR'?
- e) Explain the concept of yield management. How did it originate?
- f) Explain in short the importance of capacity management in hotels.

Ques. 3 Answer any Two Questions of the following.

2x10=20

- a) What do you understand by Time Share? What are its advantages and disadvantages?
- b) What is the difference between 'direct sales' and 'sales through intermediaries'?
- c) What are the techniques involved in Time and Motion studies?

Ques. 4 Answer any Two Questions of the following.

2x10=20

- a) How is Time Share different from Hotel business? Explain what is a Condominium?
- b) Discuss the importance of planning housekeeping operations. How is the work of the Housekeeping department planned.
- c) What are the factors for determining staff strength in housekeeping operations?

Ques. 5 Answer any Two Questions of the following.

2x10=20

- a) “What is an ‘OTA’”? What role do they play in the enhancement of room sales?
- b) What do you understand by ‘GDS’ and ‘CRS’”? What part do they play in providing service to hotels?
- c) ‘Each property should develop its own productivity standards for its employees’. Justify