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23/VC/TR&H

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TOURISM AND HOSPITALITY

(Vocational Course)

Full Marks : 30

Time : 1 hour

The figures in the margin indicate full marks for the questions

SECTION—A

- 1.** Choose the most appropriate answer from the given options of the following (any *eight*) : 1×8=8

(a) Verbal communication is the sharing of information by using

- (i) actions
- (ii) words
- (iii) body language
- (iv) eye contact

(b) The 'S' in SMART goals stands for

- (i) Straight
- (ii) Specific
- (iii) Spectacular
- (iv) Both (i) and (ii)

(2)

(c) One of the three problems related to sustainable development is

(i) school

(ii) home

(iii) fuel

(iv) work

(d) Communication comes from a word of which language?

(i) French

(ii) Latin

(iii) Mexican

(iv) Spanish

(e) The instrument used for measuring the five dimensions of service quality is called

(i) Servqual

(ii) Servometer

(iii) Servemeter

(iv) None of the above

(3)

(f) F & B in the hospitality industry stands for

(i) Fruit and Beverages

(ii) Food and Beverages

(iii) Food and Bedding

(iv) None of the above

(g) A tool that helps an organisation strengthen their relationship with its customers is called

(i) HRM

(ii) CRM

(iii) CMR

(iv) CRN

(h) Businesses that provide a place for people to sleep overnight are all in the

(i) fooding industry

(ii) lodging industry

(iii) beverage industry

(iv) laundering industry

(4)

(i) Which of the following departments is responsible for managing the employee life cycle (i.e., hiring, training and firing employees)?

(i) F & B department

(ii) HR department

(iii) Front Office departmentt

(iv) None of the above

(j) A unique symbol or word(s), used to represent a business or its products, is

(i) patent

(ii) copyright

(iii) trademark

(iv) trade dress

(k) What does IPR stand for?

(i) Internet Property Rights

(ii) Inclusive Property Rights

(iii) Intellectual Property Rights

(iv) None of the above

(5)

(l) Hospitality is the relationship between

(i) hospital and patients

(ii) guest and host

(iii) hospital and doctors

(iv) All of the above

SECTION—B

2. Answer very short answer-type questions of the following
(any four) : 1×4=4

(a) Why is communication important?

(b) What is the meaning of entrepreneurship?

(c) What do you understand by customer profiling?

(d) What is the importance of etiquette in the hospitality industry?

(e) Name the Act formulated by the Government of India to prevent sexual harassment at work.

(f) What does © symbol indicate?

(6)

SECTION—C

3. Answer short answer-type questions of the following
(any *three*) : 2×3=6

- (a) What do you mean by gesture or body language?
- (b) Differentiate between interests and abilities.
- (c) What is the impact of entrepreneurship on society?
- (d) Define service with example.
- (e) How many types of F and B service are there?
- (f) What is a log book?

SECTION—D

4. Answer long answer-type questions of the following
(any *three*) : 4×3=12

- (a) What is effective communication? Explain the 7Cs of effective communication.
- (b) What is stress? Give one example. Define stress management.
- (c) What are the career opportunities as an entrepreneur?

(7)

- (d) What are the three problems related to sustainable development?
- (e) Suggest some women friendly policies that can be adapted by the management for women employees to assist them in their career progression.
- (f) Describe the Trademark Act, 1999 and its salient features.

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