

Total No. of Printed Pages—6

HS/XII/A.Sc.Com/ToH/26

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TOURISM AND HOSPITALITY

(Meet and Greet)

Full Marks : 30

Time : 1 hour

The figures in the margin indicate full marks for the questions

General Instructions :

- (i) Write all the answers in the Answer Script.
- (ii) Attempt Section—A (Objective Questions) serially.
- (iii) Attempt all parts of a question together at one place.

SECTION—A

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

1. Customer satisfaction results in _____ business.

- (a) high
- (b) profitable
- (c) repeat
- (d) low

(2)

2. ____ is the art of presenting your thoughts in the best possible way.

- (a) Anger
- (b) Politeness
- (c) Happiness
- (d) Loyalty

3. ____ is the basic goal of hospitality industry.

- (a) Profit
- (b) Brand value
- (c) Attracting customers
- (d) Customer satisfaction

4. The Vishaka Guidelines were promulgated by the Indian Supreme Court in the year

- (a) 1988
- (b) 1977
- (c) 1997
- (d) 1992

(3)

5. Which of the following is not a behavioural etiquette when dealing with colleagues?
- (a) Be courteous
 - (b) Be a team player
 - (c) Respect a closed door
 - (d) Indulge in cracking jokes
6. Which of the following is dry waste?
- (a) Green leaves
 - (b) Rubber
 - (c) Dried plant
 - (d) Earbud
7. 'Nior' in French means
- (a) blue
 - (b) black
 - (c) green
 - (d) yellow
8. If a guest is angry or unhappy because of your mistake, you should
- (a) ignore the matter
 - (b) ask them to speak to the manager
 - (c) apologise by saying, "Sorry"
 - (d) try to justify/defend your mistake

- 9.** Loyalty program is for
- (a) customer retention
 - (b) customer profit
 - (c) customer feedback
 - (d) customer exclusion
- 10.** Effective pricing increases
- (a) customer
 - (b) guest
 - (c) profit
 - (d) clientele
- 11.** Hazardous household wastes are
- (a) batteries
 - (b) gloves
 - (c) medicines
 - (d) CDs
- 12.** Which one of the following does not belong to an accommodation service?
- (a) Resort
 - (b) Kiosks
 - (c) Motel
 - (d) Camping

(5)

SECTION—B

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

13. Define upward communication.
14. What do you mean by body language?
15. What is etiquette?
16. What is brand value?
17. Define feedback.
18. Give the full form of CCTV.

SECTION—C

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

19. What are the reasons for guest complaints?
20. Define hesitation in brief.
21. Name the common pests found in restaurant area.
22. Give two reasons for cleaning the workplace area.
23. What is the importance of delivering service as promised to the customer?
24. List the rules of handling guest complaints.

(6)

SECTION—D

Answer the following long answer-type questions (any *three*) :

4×3=12

- 25.** What is customer centricity? Explain customer centricity in service.
- 26.** Explain the various components of body language.
- 27.** Explain the role of foreign language in hospitality industry.
- 28.** List at least four common safety measures adopted for the safety and security of female.
- 29.** Draw feedback cycle.
- 30.** Discuss the hand hygiene technique a customer service executive should follow.

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