Total No. of Printed Pages—7

22/VC/TR&H

2022

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) You need to apply leave at work. Which method of communication will you use?

(i) e-mail

(ii) Poster

(iii) Newsletter

(iv) Blog

(b) An action that a person does for someone else is known as

(i) product

(ii) seller

(iii) service

(iv) None of the above

(c) What does etiquette mean?

(i) Dress-up

(ii) Attitude

(iii) Good behaviour

(iv) Body language

(d) Which of the following is an example of oral communication?

(i) Newspapers

(ii) Letters

(iii) Phone call

(iv) e-mail

(e) Which of the following is the correct expansion/full-form of the abbreviation, HRM?

(i) Human Resource Management

(ii) Human Resourcefulness Management

(iii) Human Relation Management

(iv) Humanistic Relation Management

(f) Ravi works hard to get the best student award at the end of the year. What type of motivation is this?

(i) Internal

(ii) External

(iii) Both internal and external

(iv) Not any specific type of motivation

(g) What does TM symbol indicate?

(i) Trade Mark

(ii) Thematic Mapper

(iii) Translation Memory

(iv) Transcendental Meditation

(h) What are the customer-unique needs and wants in hotel industries?

(i) Fair price

(ii) Good service

(iii) Feel valued

(iv) All of the above

(i) How many sustainable development goals are given by the United Nations (UN)?

(i) 18

(ii) 17

(iii) 15

(iv) 20

(j) What is the full form of CRM?

(i) Cultural Relationship Management

(ii) Customer Registration Management

(iii) Communication Relationship Marketing

(iv) Customer Relationship Management

(k) When was the Patent Act, 1970 brought into force?

(i) 20 April, 1972

(ii) 21 April, 1973

(iii) 20 May, 1972

(iv) 21 May, 1973

(l) Choose the option which is not a sustainable development goal according to the United Nations?

(i) Clean water and sanitation

(ii) Gender equality

(iii) Population

(iv) Reduced inequalities

SECTION—B

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

(a) What is verbal communication?

(b) What do you understand by customer profiling?

(c) Why is etiquette important in hospitality industry?

(d) What is self-management?

(e) What does ® symbol indicate?

(f) Define Food and Beverage (F&B) service.

SECTION—C

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

(a) What is customer-centric service?

(b) What is stress?

(c) What is sustainable development?

(d) State the role of Human Resource (HR) department in an organisation.

(e) List down the four types of IPR.

(f) What is Trademark?

SECTION—D

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

(a) List down the factors which affect customer's choice and preference in general.

(b) What should be our role towards sustainable development?

(c) State down the various elements of a communication cycle.

(d) What are the etiquettes to be followed while on telephone with the guest?

(e) What is the difference between Patent and Copyright?

(f) What are the procedures for handling guests during a crisis or a terrorist attack?

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