

**MARKING SCHEME
SAMPLE PAPER
Class XII
INTRODUCTION TO HOSPITALITY MANAGEMENT-756**

Time: 3Hours

Max Marks 60

General Instructions:

1. *Question paper is divided into two sections: Section-A and Section- B.*
2. **Section–A:**
 - i. *Multiple choice question/Fill in the blanks/Direct Questions of 1 mark each. Answer any 10 questions out of the given 12 questions.*
 - ii. *Very Short Answer of 2 marks each. Answer any 5 questions from the given 7 questions.*
 - iii. *Short Answer of 3 marks each. Answer any 5 questions from the given 7 questions.*
3. **Section–B:** *Long/Essay type questions of 5 marks each. Answer any 5 questions from the given 7 questions.*
4. *All questions of a particular section must be attempted in the correct order.*
5. *Please check that this question paper contains 33 questions out of which 25 questions are to be attempted.*

SECTION –A

Answer any 10 questions out of the given 12 questions:

1. Palace on wheels a luxury train is an example for **ROTEL** (1)
2. **CUSTOMER SERVICE** is the backbone of any industry to retain the customers. (1)
3. **ACCOMMODATION** is the largest source of revenue for hotels. (1)
4. HRACC stands for **HOTEL AND RESTAURANT APPROVAL AND CLASSIFICATION COMMITTEE** (1)

5. The primary function of a distribution channel is to bridge the gap between **PRODUCTION** and **CONSUMPTION**. (1)
6. Hotels are **COMMERCIAL** establishment providing boarding and lodging. (1)
7. **FRONT DESK** is referred to as nerve centre of the front office department. (1)
8. The word Hospitality means **FRIENDLY TREATMENT** (1)
9. The list of unwanted guest is called a **BLACK LIST** (1)
10. A book maintained in all organization and the receptionist which keeps all details of accidents which have occurred to employees is called **ACCIDENT BOOK** . (1)
11. A person who has successfully completed a first aid course and has been awarded with a certificate of proficiency in first aid by an institution is called **FIRST- AIDER** (1)
12. Expand PBX – **PRIVATE BRANCH EXCHANGE**. (1)

Very Short Questions: (2 marks each).

Answer any 5 questions out of the given 7 questions:

13. . What do you mean by Ecotels? (2)
Ans13 Ecotel is a new concept in hospitality that claims to work for environment protection and preservation. They recycle things, ask customers to reuse towels, etc. all eco-certified hotels must pass a detailed inspection and satisfy stringent criteria designed by environmental experts
14. Define Front Office. (2)
Ans14 The front office or reception is an area where visitors arrive and first encounter a staff at a place of business. Front office staff will deal with whatever questions the visitors has, and put them in contact with the relevant person at the company.
15. Name the types of hotels classified based on location and ownership. (2)
Ans15 On the basis of location on the basis of ownership
City-centre/downtown hotels timeshare
Suburban hotels chain hotels
Motels independent hotels
Airport hotels franchising and management contract

Forest hotels

Resorts
Rotels

16. Who is a Tour Operator? (2)

Ans16. An organization who buys individual travel components, separately from their suppliers and combines them into a package tour, which is sold with their own price tag to the public directly or through middlemen, is called a tour operator.

17 . What is Whitney rock? (2)

Ans17. The tradition of assigning room numbers goes back to the pre-computer days where hotels used a large book or wall mounted room rack, sometimes known as a Whitney rack, to track their reservations.

18 . What are the barriers of communication? (2)

Ans18. The process of communication is susceptible to many barriers. These can be categorized into problems caused by the sender, problems in message transmission, problem in reception and problem in receiver comprehension.

19. What is key card locks? (2)

Ans19. Guest room locking systems these days include punch and magnetic key cards which have locks with flash memory and other productivity linked functions.

Short Questions: (3marks each).

Answer any 5 questions out of the given 7 questions:

20. Write the characteristics of hospitality industry. (3)

Ans20. The characteristics are:

1. Intangibility
2. Variability or heterogeneity
3. Perishability
4. Fixed supply
5. High operating cost
6. seasonality

21. What is Organizing and discuss its objectives? (3)

Ans21. Organizing is the process of structuring human and physical resources in order to accomplish organizational objectives.

The objectives are:

1. To maximize revenue through efficient room occupancy.
2. To maximize food and beverage revenue with excellent meals.
3. To earn from minor departments
4. To give quality service to guests

22. What are the factors that influence the rate/price for guest rooms in hotel? **(3)**

Ans22. A guest room in a hotel is a space provided to the guest for resting and keeping luggage. Factors influence the rate are the facilities to be provided in guest room like:

1. Air conditioning
2. Wireless internet connections
3. Cable TV for 24 hours
4. Refrigerator ...etc

23. Define Travel Desk in hotel. **(3)**

Ans23. This section of front office is responsible for travel arrangements like air tickets, rail tickets, pick and drop from airport and railway station etc for the guest as per their request.

24. What are the duties of Bell Concierge? **(3)**

Ans24. The duties are:

Assists hotel guests with various tasks like making restaurant reservations, arranging for spa services, recommending night life hot spots, booking transportation, procurement of tickets to special events and assisting with various travel arrangements and tours of local attractions.

25. Write the difference between an excursionist and a tourist. **(3)**

Ans25. Excursionist- temporary visitors, who stay less than twenty four hours.
Tourist –any person who travels either for leisure or business purposes more than 100 miles in a day or who stays overnight away from his/her primary domicile.

26. What are the common sources of fire in hotel properties? **(3)**

Ans26 Main causes of fire are:

- 1 Smoking
- 2 defective wiring, faulty appliances an motor and worn out insulation
- 3 laundry areas
- 4 gas leaks
- 5 combustible waste
- 6 kitchen
7. Elevator shafts

SECTION –B

Long/Essay type questions (5 marks each).

Answer any 5 questions out of the given 7 questions:

27 . Briefly explain the major Hotel chains in India. **(5)**

Ans27. The major players in the Indian hotel industry comprise of Indian Hotels Company Limited (the Taj group) and associate companies, EIH limited (the Oberoi group), ITC Hotels limited (the ITC welcome group). Most of these chains have presence in one or more metro cities and other locations in India and outside India. They are the companies that have preferred to opt for operating/management arrangements with international players of repute. Some of the companies in this category are Hotel Leela Venture, Asian Hotels, Bharat Hotels. These are small chains and have fewer properties, compared with big cities.

28. Explain the Departments in hotel and their functions. **(5)**

Ans28 . The hotel is organized into different departments. Each department has specific function to perform. The departments in a hotel can be classified into revenue and non- revenue departments. The major revenue producing departments are the major source of revenue for the hotel. The minor revenue producing are those that produce revenue mostly based on the products of other departments of the hotel. The non-revenue producing departments support the revenue departments in their efforts.

29. Discuss the facilities and services required to get an award of five star deluxe categories for hotels? **(5)**

Ans29.

- 1.The architectural features and general features of the building should be exceptionally good.
2. There should be ample parking space.
3. The hotel should be centrally air conditioned.
4. The ambience and décor of the hotel should be good.
5. There should be lounge or seating area I the lobby with the door man on duty.
6. There should be reception facility with reservation and information facility.
7. All rooms should be spacious with attached bathrooms.
8. Verification of guest CCTV installed at strategic locations.

30. How travel agents are playing a role of middlemen in selling the services offered by hotels? **(5)**

Ans30. In the lodging industry, travel agents are one of the oldest and most widely used traditional distribution channels, acting as the intermediary between customers and room providers. Travel agents are retailers in travel and tourism who buy from the wholesalers and principals and sell to the tourists for commission. The role of the travel agent is to provide information to the customer as well as effectuate the booking and purchase of the hospitality product. Examples of travel agents are Carlson Travel, Thomas cook. They access rates and place reservation in a variety of ways.

31. Explain the process of Guest Cycle with diagram. **(5)**

Ans31. The guest cycle describes the activities that each guest passes by from the moment he/she calls to communicate a reservation inquiry till he/she departs from the hotel. In fact the guest cycle encompasses 4 different stages.

Pre- arrival > Arrival> occupancy> departure

Each stage of the guest cycle is associated guest services and guest accounting activities.

Guest services

Reservation> Registration> Occupancy services> check- out and history

Guest Accounting

Establishment of credits> posting charges> Night auditing> Settlement of Accounts

32. Elaborate the steps of communication process. **(5)**

Ans32. Communication is expressed as the process of sharing views, thoughts, ideas and knowledge between two or more individuals or between groups. Information has to be conveyed from sender to receiver using a medium that is understood by both sender and receiver. The most important aspect in the process of the communication is the interpretation of the message. The receiver of the message should interpret the message in the sense the sender intends it. The following criteria should be fulfilled for proper communication to take place.

1. There is something to transfer- ideas, feelings, knowledge, information etc.
2. There must be a sender and a receiver to complete the process of communication.
3. The message should be correctly interpreted.

The steps of communication process are:

1. Source
2. Message
3. Encoding
4. Channel
5. Target
6. Decoding
7. Feedback

33. Explain the equipments that can be used in hotels to prevent and fight with fire accidents. **(5)**

Ans33. All equipments such as chimneys, exhausts, ventilators, grills, hoods etc. which collect a lot of fume vapor and catch fire easily should be cleaned regularly. Elevator shafts require constant check and inspection. Cigarette butts can ignite the debris and oils that gather at the bottom of elevator shafts.

Hotel personnel are trained about the fire protection procedure and the types of fire. Fire has been classified in 5 categories depending on how they can be extinguished.

Class A Fire: it is the fire of wood paper linen and similar dry material. They are extinguished by cooling and quenching effect of water.

Class B Fire: these includes fire from oil, gasoline, grease and other petroleum product. These fire can be extinguished by blanketing the source of burning substances and eliminating the supply of oxygen.

Class C Fire: these are the fire of pressurized gases. example LPG. Water is not used for this.

Class D Fire; these are the fire of metals. This class of fire does not exists in hotels.

Class E Fire: these are electrical fires. Controlling the sizes of electrical fuses and circuit breaker will often minimize this class of fire.