

Total No. of Questions – 7]

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Seat No.

[0607]/CC201/2024/BSCHS_SEM2

FYBSCHS (Second Semester) Examination, 2024
CC 201 Food Production-II
(2021 Pattern)

Time: 2 Hrs. 30 Mins.

Maximum Marks: 50

Instructions: -

- i. Solve any five questions
- ii. All questions carry *equal marks*.
- iii. Draw diagrams wherever *necessary*.

Q.1 Explain the terms

- | | |
|----------------|-------|
| A) Zest | [2] |
| B) Julienne | [2] |
| C) Crouton | [2] |
| D) Emulsion | [2] |
| E) Remouillage | [2] |

- Q2. A) Classify methods of cooking.** [5]
B) Write in detail the rules of making good stock. [5]

- Q3. A) Define stock. Write the recipes of 1 liter of white chicken stock.** [5]
B) Name the mother sauces. Write the recipes of 1 liter of tomato sauce. [5]

- Q4. A) Draw and label neatly the structure of egg.** [5]
B) Describe the composition of a salad. [5]

- Q5. A) List and explain various types of salad dressings.** [5]
B) Explain important points to be observed for the preparation of sandwiches. [5]

- Q6. A) Write the aims and objectives of cooking.** [5]
B) Write in brief on importance of convenience food [5]

- Q7. A) Name five national soups and state their country of origin.** [5]
B) Write short note on Types of sandwiches [5]

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Seat No.

[0607]/CC202/2024/BSCHS_SEM2

FYBSCHS (Second Semester) Examination, 2024
CC 202 – Food and Beverage Services - II
(2021 Pattern)

Time: 2 Hrs. 30 Mins.

Maximum Marks: 50

Instructions: -

- i. Solve any five questions
- ii. All questions carry equal marks.
- iii. Draw diagrams wherever necessary.

Q.1 Explain the terms

- | | |
|----------------|-------|
| A) Minibar | [2] |
| B) Fondue | [2] |
| C) Entrée | [2] |
| D) Tisane | [2] |
| E) Café Simple | [2] |

- Q2. A) Explain and plan a Continental Breakfast with suitable examples. [5]**
B) Draw the sample format of door knob card and explain its importance. [5]

- Q3. A) Define Sandwich and Explain any four types of Sandwiches. [5]**
B) Differentiate between Table d' hote menu and A la carte menu. [5]

- Q4. A) What is Non-Alcoholic Beverage? Classify with Diagram and 2 examples each. [5]**
B) List Down Coffee Making Methods. Explain 2 types. [5]

- Q5. A) Plan an English Breakfast menu in a sequence. [5]**
B) List 6 equipment used in IRD and draw any 2. [5]

- Q6. A) Explain any 5 types of Menu. [5]**
B) Explain components of Frozen Dessert and 2 types of Frozen dessert. [5]

- Q7. A) Plan a 5 course French classical menu [5]**
B) Write suitable accompaniment of the following dishes: [5]

1. Roast Lamb
2. Caviar
3. Cream of Tomato soup
4. Caesar salad
5. Spaghetti Bolognaise

Total No. of Questions – 7]

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Seat No.

[0607]/CC202/2024/BSCHS_SEM2

FYBSCHS (Second Semester) Examination, 2024

CC 203 Accommodations Operations-I

(2021 Pattern)

Time: 2 Hrs. 30 Mins.

Maximum Marks: 50

Instructions: -

- i. Solve any five questions
- ii. All questions carry *equal marks*.
- iii. Draw diagrams wherever *necessary*.

Q.1 Explain the terms

- | | |
|-------------------------------|-------|
| A) Key control register | [2] |
| B) Room status report | [2] |
| C) Property Management System | [2] |
| D) Arrival notification | [2] |
| E) BTC | [2] |

Q2. A) List down and explain ant three registers maintained at the Housekeeping control desk. [5]

B) What do you mean by Rooming a guest? [5]

Q3. A) Explain the lost and found procedure in a hotel along with a format. [5]

B) Explain in brief the process of registration at the Front Desk for a FIT. [5]

Q4. A) Write step by step procedure for a VIP guest. [5]

B) What are the duties of a control desk attendant? [5]

Q5. A) List down the Rules followed on guest floor. [5]

B) Write short note on Spring-cleaning of a guest room. [5]

Q6. A) Explain the pre arrival activities for a group check in. [5]

B) What are the steps followed while giving an Evening Service? [5]

Q7. A) Explain any two types of Beds. List down Bed accessories. [5]

B) Explain Guest Information Services available in hotels. [5]

Seat No.	
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[0607]/AECC205/2024/BSCHS_SEM2

FYBSCHS (Second Semester) Examination, 2024
AECC 205 Communication Skills- English
(2021 Pattern)

Time: 2 Hrs. 30 Mins.

Maximum Marks: 50

Instructions: -

- i. Solve any five questions
- ii. All questions carry equal marks.
- iii. Draw diagrams wherever necessary.

Q.1 Explain the terms

- | | |
|-------------------------|-------|
| A) Encoder | [2] |
| B) Etiquette | [2] |
| C) Grooming | [2] |
| D) Kinesics | [2] |
| E) Standard Phraseology | [2] |

- Q2. A) i. I am doing my homework. [5]
(change the sentence in past continuous tense)
- ii. He has completed his job this morning.
(change the sentence into past perfect tense)
- iii. They watch movie every month.
(Change the sentence into future tense)
- iv. The bag is kept _____ the table.
(Fill in the blanks with appropriate preposition).
- v. She _____ speak three languages.
(Fill in the blank with appropriate modal).
- B) Give the advantages and disadvantages of Oral communication. [5]

- Q3. A) What is the importance of Body language in communication? [5]
- B) What points should be kept in mind while writing a mail? [5]

- Q4. A) Define communication. Explain the process of communication with examples of each. [5]
- B) What is listening? Explain any two types of listening. [5]

- Q5. A) Write the importance of dressing and Grooming in hotels. [5]
- B) Write the short note on Paralinguistic. [5]

- Q6. A) Explain any two types of communication along with an example. [5]
- B) Give any five standard phrases used at Front Office. [5]

- Q7. A) Mention the importance of reading for better communication. [5]
- B) List parts of speech. Explain any two with examples. [5]

Total No. of Questions: 7

Total No. of Printed Pages: 1

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/CC301/2024/BSCHS_SEM3

SYBSCHS (Third Semester) Examination, 2024

CC - 301 FOOD PRODUCTION - III

(2021 Pattern)

Time: 2 Hrs. 30 Mins.

Maximum Marks: 50

Instructions: -

- (i) Solve any five questions
- (ii) All questions carry equal marks.
- (iii) Draw diagrams wherever necessary.

Q1. Explain the terms :

- A) Standard portion size [2]
- B) Welfare Catering [2]
- C) Bulk Fermentation [2]
- D) Fondant [2]
- E) Intermediate proofing [2]

Q2. A) Write a short note on Standard Recipe. [5]

B) Explain any five points that you will consider while planning a menu? [5]

Q3. A) Plan a cyclic menu for students of an institute mess which includes breakfast, lunch, hi-tea, and dinner. [5]

B) Enlist and explain in short, any ten stages in Bread Making [5]

Q4. A) Write in brief any five methods of Cake Making. [5]

B) Enlist two meat preparations from Rajasthan, two sweet preparations of Goa and one traditional bread preparation of Maharashtra. [5]

Q5. A) Classify icings with examples. [5]

B) Plan a festive menu from Kashmir with one line explanation. [5]

Q6. A) Enlist five International Breads and their Country of Origin. [5]

B) Enlist any five functions of sugar in cake making. [5]

Q7. A) Write a note on Standard Yield. [5]

B) Explain any five types of Cookies. [5]

Total No. of Questions: 7

Total No. of Printed Pages: 2

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No: _____

[0607]/CC302/2024/BSCHS_SEM3

SYBSCHS (Third Semester) Examination, 2024

CC - 302 Food & Beverage Service III

(2021 Pattern)

Time: 2 Hrs. 30 Mins.

Maximum Marks: 50

Instructions: -

- (i) Solve any five questions
- (ii) All questions carry equal marks.
- (iii) Draw diagrams wherever necessary.

Q1. Explain the terms :

- A) Heavy wine [2]
- B) Sake [2]
- C) Boston Shaker [2]
- D) Proof [2]
- E) Angel's share [2]

Q2. A) Differentiate between Top fermented beer and Bottom fermented beer. [5]

B) Differentiate between Cognac and Armagnac. [5]

Q3. A) Define liqueur and explain the difference between Generic and Proprietary Liqueur with the example of each. [5]

B) Explain any three wine producing regions of Italy with one example of wine from the region. [5]

Q4. A) Draw and explain Pot Still Distillation method. [5]

B) Explain the following terms – [5]

- 1. London dry gin
- 2. Calvados
- 3. Ouzo
- 4. Arrack
- 5. Feni

Q5. A) Explain manufacturing process of rum and write four international brands of rum. [5]

B) Explain the following terms – [5]

- 1. Noble rot
- 2. Eiswein

3. Oxidation
4. Malolactic Fermentation
5. Organic wine

Q6. A) Give four brands each for vodka with flavor and tequila. [5]

B) Explain the hot and cold methods used in manufacturing process of liqueurs. [5]

Q7. A) Draw and explain Solera System and explain any two styles of sherries. [5]

B) Write any 10 golden rules to be followed while making cocktails. [5]

Total No. of Questions: 7

Total No. of Printed Pages: 1

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/CC303/2024/BSCHS_SEM3

SYBSCHS (Third Semester) Examination, 2024

CC – 303 Accommodation Operations II

(2021 Pattern)

Time: 2 Hrs. 30 Mins.

Maximum Marks: 50

Instructions: -

- (i) Solve any five questions
- (ii) All questions carry equal marks.
- (iii) Draw diagrams wherever necessary.

Q1. Explain the terms :

- | | |
|----------------------|-------|
| A) Dirty Dozen | [2] |
| B) Par Stock | [2] |
| C) Express check out | [2] |
| D) Master Folio | [2] |
| E) NEFT | [2] |

Q2. A) Define Contract and give two advantages and Disadvantages of contract. [5]

B) Write five types of Folios. [5]

Q3. A) Prepare a Checklist for Lobby [5]

B) Draw and Explain VPO. [5]

Q4. A) Give size of any five linen used in guestrooms. [5]

B) Explain post departure guest services. [5]

Q5. A) Explain the procedure for settlement of bills using foreign currency. [5]

B) Explain the role of Floor supervisor. [5]

Q6. A) Calculate the room linen requirement for 100 rooms property with an OPL. [5]

B) Explain the difference between Late charge and late check out charge. [5]

Q7. A) Explain the stain removal procedure for Lipstick & Curry. [5]

B) What is ARR and Occupancy Percentage? Give formula to for both. [5]

Total No. of Questions: 7

Total No. of Printed Pages: 1

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/DSE304B/2024/BSCHS_SEM3

SYBSCHS (Third Semester) Examination, 2024

DSE 304 B Soft Skills Management

(2021 Pattern)

Time: 2 Hrs. 30 Mins.

Maximum Marks: 50

Instructions: -

- (i) Solve any five questions
- (ii) All questions carry equal marks.
- (iii) Draw diagrams wherever necessary.

Q1. Explain the terms :

- | | |
|----------------------|-------|
| A) Ethics | [2] |
| B) Yellow Hat | [2] |
| C) Creative thinking | [2] |
| D) Sympathy | [2] |
| E) Brainstorming | [2] |

- | | |
|---|-------|
| Q2. A) Give the techniques for Time management at work. | [5] |
| B) Mention the characteristics of successful teams. | [5] |

- | | |
|--|-------|
| Q3. A) Explain the soft skills needed by Front Office staff. | [5] |
| B) Explain with examples, what are Improvement Tasks? | [5] |

- | | |
|---|-------|
| Q4. A) Justify with examples, why creativity is important at workplace. | [5] |
| B) Describe any two Styles of leadership with examples. | [5] |

- | | |
|--|-------|
| Q5. A) Explain the concept of Bloom's Taxonomy in detail. | [5] |
| B) Write short note on Techniques to resolve conflicts at workplace. | [5] |

- | | |
|---|-------|
| Q6. A) Explain any five Negotiation Tactics with examples. | [5] |
| B) Write down the difference between Hard Skills and Soft Skills. | [5] |

- | | |
|---|-------|
| Q7. A) Explain how Leadership and Power are associated with each other? | [5] |
| B) Explain the Concept of Six Thinking Hats. | [5] |

Total No. of Questions: 7

Total No. of Printed Pages: 1

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/GE305/2024/BSCHS_SEM3

SYBSCHS (Third Semester) Examination, 2024

GE - 305 Introduction to Tourism

(2021 Pattern)

Time: 2 Hrs. 30 Mins.

Maximum Marks: 50

Instructions: -

- (i) Solve any five questions
- (ii) All questions carry equal marks.
- (iii) Draw diagrams wherever necessary.

Q1. Explain the terms :

- | | |
|------------------|-----|
| A) MTDC | [2] |
| B) Passport | [2] |
| C) Tourism | [2] |
| D) Escort | [2] |
| E) Tour Operator | [2] |

Q2. A) Explain Primary Constituents of Tourism. [5]

B) Explain Environmental Impact of Tourism. [5]

Q3. A) Explain 5 Types of Visas in detail. [5]

B) Write Social Impacts of Tourism. [5]

Q4. A) Explain 4 A's of Tourism. [5]

B) Define Itinerary Planning and various Steps to plan an itinerary. [5]

Q5. A) Explain various modes of Transport. [5]

B) Write Role and Functions of : IATA and FHRAI [5]

Q6. A) Define guide and escort. Write the functions of both. [5]

B) Define Passport and explain the types of Passports briefly [5]

Q7. A) Explain essential qualities required for guide. [5]

B) Explain types of Tour Packages. [5]

Seat No:

[0607]/CC501/2024/BSCHS_SEM5

TYBSCHS (Fifth Semester) Examination, 2024

CC501 - FOOD PRODUCTION-IV

(2021 Pattern)

Time: 2 Hrs. 30 Mins.

Maximum Marks: 50

Instructions: -

- (i) Solve any five questions
(ii) All questions carry equal marks.
(iii) Draw diagrams wherever necessary.

Q1. Explain the terms :

- A) Galantine [2]
B) Ham [2]
C) Mousse [2]
D) Garde Manger [2]
E) Tronçon [2]

Q2. A) Write a short note on Bacon. [5]

B) Explain the basic quality factors of meat. [5]

Q3. A) How can one ensure they are purchasing fresh fish? [5]

B) Using the concept of mixed salads, prepare a recipe that includes both cooked and raw ingredients. Discuss how the choice of ingredients ensures a balanced and refreshing salad. [5]

Q4. A) Explain the importance of spreads in sandwiches and list some examples of spreads that can be used. [5]

B) Define food additives. Explain the need for food additives in modern food distribution. [5]

Q5. A) Explain what is an indent with the help of a neat format. [5]

B) Analyze the steps involved in preparing straight method forcemeat. [5]

Q6. A) Draw a neat labelled diagram of Pork showing various cuts. [5]

B) Enlist five specific equipment used in a larder department. [5]

Q7. A) Discuss the concept of Larder Control. [5]

B) What do you understand by Standard Operating Procedure? Prepare a SOP for any kitchen equipment of your choice? [5]

Total No. of Questions: 7

Total No. of Printed Pages: 2

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/CC502/2024/BSCHS SEM5

TYBSCHS (Fifth Semester) Examination, 2024
CC502 - FOOD & BEVERAGE SERVICE- IV
(2021 Pattern Pattern)

Time: 2 Hrs. 30 Mins.

Maximum Marks: 50

Instructions: -

- (i) Solve any five questions
- (ii) All questions carry equal marks.
- (iii) Draw diagrams wherever necessary.

Q1. Explain the terms:

- A) ECR [2]
- B) Industrial Catering [2]
- C) Break Even [2]
- D) Gueridon [2]
- E) MICE [2]

Q2. A) Give a detailed explanation on the different parts of a bar. [5]

B) Explain any 5 types of Gueridon trolley used in Restaurants. [5]

Q3. A) Give any 5 points to highlight the importance of Kitchen stewarding. [5]

B) Explain the essential aspects of a control system in Food and Beverage controlling. [5]

Q4. A) Explain any 5 different sources of finance available when planning to open a restaurant. [5]

B) List and explain the different types of POS used in Food and Beverage Industry. [5]

Q5. A) Give the difference between Formal and Informal function with suitable example. [5]

B) Differentiate between Manual and Automated approaches to recording and controlling sales in F&B Service. [5]

Q6. A) What points should you keep in mind when shortlisting a Location for opening a Bar. [5]

B) Differentiate between the Marketing policy of a Fast Food outlet, Hotels & Restaurants and Industrial Catering [5]

Total No. of Questions: 7

Total No. of Printed Pages: 1

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/CC503/2024/BSCHS_SEM5

TYBSCHS (Fifth Semester) Examination, 2024
CC503 - ACCOMMODATION OPERATIONS-III
(2021 Pattern)

Time: 2 Hrs. 30 Mins.

Maximum Marks: 50

Instructions: -

- (i) Solve any five questions
(ii) All questions carry equal marks.
(iii) Draw diagrams wherever necessary.

Q1. Explain the terms:

- A) E-Broucher [2]
B) Stock Taking [2]
C) Thread Count [2]
D) POS [2]
E) AYS [2]

Q2. A) Explain any 5 types method of purchasing. [5]

B) Write any 5 factors of selecting bed linen. [5]

Q3. A) Which conditioning methods will you apply to keep the flowers fresh for longer time? [5]

B) Explain types of Budgets based on departments involved. [5]

Q4. A) Differentiate between the role of Bell desk and Concierge. [5]

B) Explain the essential features to be considered while planning the front desk layout. [5]

Q5. A) Which components should be considered while designing the Broucher. [5]

B) What are the different modules are available in PMS? [5]

Q6. A) Draw and explain Guest History and Revenue Report. [5]

B) What are the legal obligations to be followed in case of: - [5]

- a. Guest privacy
b. Death in the guest room

Q7. A) What are the essentials heads for calculating Housekeeping expenses. [5]

B) Explain abstract and Japanese Style of Flower arrangement. [5]

Total No. of Questions: 7

Total No. of Printed Pages: 1

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/SEC601/2024/BSCHS_SEM6

TYBSCHS (Sixth Semester) Examination, 2024
SEC601 - ENTREPRENEURSHIP DEVELOPMENT
(2021 Pattern)

Time: 2 Hrs. 30 Mins.

Maximum Marks: 50

Instructions: -

- (i) Solve any five questions
- (ii) All questions carry equal marks.
- (iii) Draw diagrams wherever necessary.

Q1. Explain the terms :

- | | |
|------------------------|-------|
| A) SWA SHAKTI | [2] |
| B) Customer validation | [2] |
| C) Entrepreneurship | [2] |
| D) Start-ups | [2] |
| E) Private equity | [2] |

- Q2. A) Write a short note on Principles of market research. [5]
B) Mention in detail sources of Finance. [5]

- Q3. A) Define Entrepreneur. Explain types of entrepreneur based on Socio cultural variable. [5]
B) What is SWOT analysis. Explain its importance for an entrepreneur while establishing his enterprise. [5]

- Q4. A) List the sources of business idea and explain any 2 with examples. [5]
B) Write down the challenges of Women Entrepreneur. [5]

- Q5. A) Mention the Role of Financial Institutions- SIDBI, NABARD. [5]
B) Describe in detail the Opportunities for Women Entrepreneurs. [5]

- Q6. A) Write down in detail 5 Legal Compliance of Entrepreneurship. [5]
B) Discuss any 5 Entrepreneurial characteristics and skills. [5]

- Q7. A) Explain the important contents of Business Plan. [5]
B) Write an note on importance of identifying an opportunity for an entrepreneur. [5]

Total No. of Questions: 7

Total No. of Printed Pages: 1

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/GE603A/2024/BSCHS_SEM6

TYBSCHS (Sixth Semester) Examination, 2024
GE603A - SPECIALIZATION-ADVANCED BAKING
(2021 Pattern)

Time: 2 Hrs. 30 Mins.

Maximum Marks: 50

Instructions: -

- (i) Solve any five questions
- (ii) All questions carry equal marks.
- (iii) Draw diagrams wherever necessary.

Q1. Explain the terms :

- | | |
|---------------|-------|
| A) Polish | [2] |
| B) Docking | [2] |
| C) Opera | [2] |
| D) Knock Back | [2] |
| E) Autolysis | [2] |

Q2. A) Enlist and explain any five internal characteristics of a good bread. [5]

B) Give any five points to be considered while assembling and icing simple cake. [5]

Q3. A) Define Pudding and write guidelines for making steamed pudding. [5]

B) Enlist and explain any five bread making methods. [5]

Q4. A) Define Isomalt and give step by step procedure for making pulled sugar. [5]

B) Explain in brief any five types of icings. [5]

Q5. A) Explain mixing methods of cookies. [5]

B) Define Choux Pastry and explain the procedure for making choux paste. [5]

Q6. A) Write a short note on Pastry cream. [5]

B) Explain any five internal bread faults with causes. [5]

Q7. A) Write the essentials of dessert presentation. [5]

B) Give any five points to be considered while making caramel decorations. [5]

Total No. of Questions: 7

Total No. of Printed Pages: 1

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/GE603C/2024/BSCHS_SEM6

TYBSCHS (SEMESTER-VI) Examination, 2024

GE603C - SPECIALIZATION-ACCOMMODATIONS MANAGEMENT

(2021 Pattern)

Time: 2 Hrs. 30 Mins.

Maximum Marks: 50

Instructions: -

- (i) Solve any five questions
- (ii) All questions carry equal marks.
- (iii) Draw diagrams wherever necessary.

Q1. Explain the terms :

- | | |
|---------------------------------|-------|
| A) Analogous colour scheme | [2] |
| B) Guest History Card | [2] |
| C) Duty Rota and its types | [2] |
| D) MIS | [2] |
| E) Soft furnishing and its role | [2] |

Q2. A) Differentiate between Hard and Soft Floorings. [5]

B) What are the elements of Revenue Management ? [5]

Q3. A) Explain the advantages of using softwares in Front Office and name two softwares. [5]

B) Explain Time and Motion Study and its significance. [5]

Q4. A) Suggest types of Lights for a Guest room with one reason for each. [5]

B) Describe the role of curtain and drapes as window treatment? Give two examples. [5]

Q5. A) Write note on paint and wall paper as wall covering. [5]

B) What are the factors considered for Selecting floors? [5]

Q6. A) Describe the role of SOPs in designing a process. [5]

B) Describe the size of the following - Double Bed, Writing Table, Luggage Rack, King Bed, Queen Bed. [5]

Q7. A) Colours have an impact on Guest Psychology. Justify the statement. [5]

B) Draw and explain - Sales Mix report and Room Revenue report. [5]

Total No. of Questions: 7

Total No. of Printed Pages: 3

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/DSE605A/2024/BSCHS SEM6

TYBSCHS (Sixth Semester) Examination, 2024

DSE605A - CUSTOMER RELATIONSHIP MANAGEMENT

(2021 Pattern)

Time: 2 Hrs. 30 Mins.

Maximum Marks: 50

Instructions: -

- (i) Solve any five questions
- (ii) All questions carry equal marks.
- (iii) Draw diagrams wherever necessary.

Q1. Explain the terms:

- A) What is Customer Relationship Management? [2]
- B) What do you understand by Pareto's Law? [2]
- C) What is Brand Loyalty? [2]
- D) What is Customer Service? [2]
- E) What do you understand by Key Process Indicator (KPI)? [2]

Q2. A) Explain any five importance of Customer Relationship Management [5]

B) Write any two attributes of CRM. [5]

Q3. A) Discuss the importance of Customer Satisfaction [5]

B) Describe any five advantages of SERVQUAL model. [5]

Q4. A) Write the importance of Service Blueprints. [5]

B) Write a short note on Collaborative CRM. [5]

Q5. A) Explain any five components of the Customer Profit Chain. [5]

B) Explain Relationship value of a customer with example. [5]

Q6. A) Outline the benefits of managing the CRM Process Cycle. [5]

B) Identify any five barriers while Building Loyalty [5]

Q7. A) Determine the benefits of IDIC Model in CRM [5]

B) **Case Study:** Revitalizing The Grandview Resort with Smart Room Technology [5]

Introduction: Nestled in the picturesque landscapes of the Lake District, The Grandview Resort has long been a haven for travellers seeking tranquility and natural beauty. Despite its idyllic setting and comprehensive amenities, including a spa, fine-dining restaurants, and outdoor adventure activities, the resort began to notice a gradual decline in guest satisfaction and repeat visits.

Upon analysing guest feedback, it became evident that the modern traveller's expectations had evolved, with a growing demand for more personalized, technology-driven experiences. Recognizing the need to innovate to remain competitive, The Grandview Resort embarked on a mission to transform their guest rooms into smart rooms, aiming to enhance comfort, convenience, and overall guest satisfaction.

Overview

Luxurious accommodations and exceptional service, faced the challenge of modernizing its offerings to meet the changing expectations of today's tech-savvy guests. The management decided to focus on integrating smart room technology to provide a more customized and seamless stay for every guest. This initiative was seen as a crucial step towards redefining the guest experience, leveraging technology to create a distinctive and memorable stay that would encourage repeat visits and positive reviews.

Challenges:

The resort faced several challenges in this process:

Outdated Infrastructure: The existing room amenities and infrastructure were not designed to support smart technology, requiring a significant overhaul.

Guest Expectations: Modern travellers sought a high degree of personalization and digital convenience, from mobile check-in to room settings that could be customized with a smartphone.

Operational Efficiency: The resort needed to improve operational efficiency to respond swiftly to guest requests and preferences without significantly increasing staff workload.

Solutions:

To address these challenges, The Grandview Resort implemented a series of smart room technologies:

Smart Room Controls: Rooms were equipped with IoT-enabled devices allowing guests to control lighting, heating, and air conditioning through a mobile app.

Voice-Activated Assistants: Each room was fitted with a voice-activated assistant to provide information, make reservations, and request hotel services.

Mobile Integration: The resort developed a mobile app that offered mobile check-in/check-out, a digital key, and the ability to make spa and dining reservations.

Data Analytics: Utilizing data analytics to understand guest preferences and behavior, allowing for more personalized services and targeted marketing.

Results:

The implementation of smart room technology at The Grandview Resort led to significant improvements:

Enhanced Guest Satisfaction: Guests expressed high levels of satisfaction with the convenience and personalization options available through the smart room

features.

Increased Efficiency: The new systems streamlined operations, reducing the time taken to fulfil guest requests and improving the overall service speed.

Positive Reviews and Repeat Visits: Following the upgrade, the resort saw an uptick in positive online reviews, leading to increased bookings and repeat visits from impressed guests.

Cost Savings: Over time, the energy-efficient smart systems led to reduced utility costs, contributing to the resort's sustainability goals.

Conclusion:

The Grandview Resort's strategic investment in smart room technology proved to be a successful approach to meeting the expectations of modern travellers. By focusing on personalization, convenience, and efficiency, the resort not only enhanced guest satisfaction but also set a new standard in hospitality technology. This case study underscores the importance of embracing innovation in the hospitality industry to stay competitive and relevant in a rapidly evolving market.

Questions:

- a. What were the primary reasons behind The Grandview Resort's decision to integrate smart room technology?
- b. Describe the types of smart room technologies implemented by The Grandview Resort.
- c. How did smart room technology impact guest satisfaction at The Grandview Resort?
- d. Explain how the integration of smart room technology contributed to operational efficiency at The Grandview Resort.
- e. Discuss the long-term benefits The Grandview Resort could expect from implementing smart room technology, beyond immediate cost savings and efficiency improvements.
