

Total No. of Questions – 7]

[Total No. of Printed Pages – 1

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 ]

\*\*\*\*\*

[Total No. of Questions – 7]

[Total No. of Printed Pages – 1]

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 Bolognese

\*\*\*\*\*



Total No. of Questions – 7]

[Total No. of Printed Pages – 1

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 any 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.

[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 [5]  
with the example of each.

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

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) Poolish [ 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.

\*\*\*\*\*