

Form No. Ex- 8

Sl. No.....

Particulars about the candidate and the subject are checked thoroughly and corrected where necessary.



CENTRE ROLL:.....

Invigilator

Seal & Signature of Officer-in-Charge

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY
Diploma Examination-2012 (DHM)

Paper - I : Introduction to Hotel Management

Enrolment Number.

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Question No.	Marks
Total=	

INSTRUCTIONS TO CANDIDATES

- 1. This booklet contains..... Pages numbering.....
- 2. An Examinee is allowed to bring only Admission Card and Identity Card to the Examination Hall. Any Examinee found in possession of loose papers, books etc. is liable to be Expelled.
- 3. Enrolment No. and Medium of answer must be written legibly at the specified places. Examinee's name and any other identifying mark which reveals examinees identity shall not be written anywhere in the script.
- 4. For Making calculations, only the last page provided for rough work shall be used.
- 5. No pages of the script be torn out .
- 6. Calculators will not be allowed for making calculations in the examination hall. **MOBILE PHONES are strictly prohibited in the examination Centre.**
- 7. No candidate will be allowed to leave or go out of the hall during the First hour of the Examination.
- 8. A candidate having completed his/her answer, the script must be handed over, to an invigilator before leaving the hall.
- 9. Contravention of any of the instructions mentioned above shall render a candidate liable for disciplinary action as per regulations of the University.

Examiner's Signature _____

Scrutiniser's Signature _____ Head Examiner's Signature: _____

Diploma Examination-2012

DIPLOMA IN HOTEL MANAGEMENT

Paper - I : Introduction to Hotel Management

Full marks : 80

Time : 3 hrs.

Q. 1. Answer the following questions :

2×5=10

- (a) Define Hospitality industry.
- (b) What is Motel?
- (c) Discuss any two differences between goods and services.
- (d) Define TQM.
- (e) Name any one convention centre situated in India.

Q.2. Answer the following questions (any three) :

4×3=12

- (a) What is 'Palace on Wheels'? Do you think it will help in generating tourism? Give your comment.
- (b) Explain any four characteristics of an entrepreneur.
- (c) What is Restaurant? Explain the services rendered by a restaurant.
- (d) What is 'MICE'. Explain.

- Q.3. Answer the following questions (any three) : 6×3=18
- (a) State the importance of IT in tourism and hospitality services. 6
 - (b) Write short notes on – 3+3=6
 - (i) Heritage hotel
 - (ii) Luxury hotel in India
 - (c) Write short notes on convention centre. 6
 - (d) Write short notes on 'mode of transportation' in India. 6

Q.4. Answer the following questions (any four)

10×4=40

- (a) What is the role of entrepreneurs in the economic growth?
- (b) Explain the service characteristic of hotel marketing.
- (c) Explain different market segmentation strategy with example.
- (d) Discuss any five types of catering establishments.
- (e) Explain the reasons for growth of service sector.
- (f) "Intangibility of service is a significant problem and service providers must be sensitive to this"– Are you agree with this statement? Give your comment.