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21/VC/TR&H

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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) What does etiquette mean?

- (i) Attitude
- (ii) Good behaviour
- (iii) Dress-up
- (iv) Body language

(b) What makes you complete work or studies without other cheering you?

- (i) Self-confidence
- (ii) Communication
- (iii) Self-motivation
- (iv) Self-esteem

(2)

(c) A person who buys products or services from a store is known as

(i) customer

(ii) seller

(iii) consumer

(iv) All of the above

(d) Which organisation has made the sustainable development goals?

(i) United Nations

(ii) League of Nations

(iii) UNICEF

(iv) World Health Organisation

(e) When did the Indian Government approve its first intellectual property rights policy?

(i) May 2016

(ii) May 2017

(iii) June 2016

(iv) June 2017

(3)

- (f) Which of the following is not an element of communication within the communication process cycle?
- (i) Channel
 - (ii) Receiver
 - (iii) Time
 - (iv) Sender
- (g) When was the Patent Act, 1970 brought into force?
- (i) 20 April, 1971
 - (ii) 20 April, 1972
 - (iii) 20 May, 1971
 - (iv) 20 May, 1972
- (h) Choose the option which defines sustainable development.
- (i) Taking care of future generation
 - (ii) Taking care of only ourselves
 - (iii) Taking care of ourselves and the future generations
 - (iv) Well-being of all

(4)

- (i) Which department is responsible for managing the employee life cycle (recruiting, hiring, training and firing employees)?
- (i) House-Keeping Department
 - (ii) Front Office Department
 - (iii) Food and Beverage Service Department
 - (iv) Human Resource Department
- (j) Which of the following are effective components of a good feedback?
- (i) Detailed and time consuming
 - (ii) Direct and honest
 - (iii) Specific
 - (iv) Opinion-based
- (k) 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

(5)

- (l) What is the goal of recreation?
- (i) Bonding with mother nature
 - (ii) Socializing with two or more people
 - (iii) Refreshing a person's body and mind
 - (iv) All of the above

SECTION—B

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

- (a) What is the goal of hospitality industry?
- (b) What do you understand by visual communication?
- (c) Define goals.
- (d) Give the full form of IPR.
- (e) Define Human Resource (HR).
- (f) What is a Food and Beverage (FnB) service?

(6)

SECTION—C

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

- (a) Explain time management with example.
- (b) What do you understand by CRM?
- (c) List down the four elements of communication cycle.
- (d) State the role of Human Resource (HR) department in an organisation.
- (e) What is copyright?
- (f) Why is etiquette important in hospitality industry?

SECTION—D

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

- (a) List down four CRM goals and objectives.
- (b) List and explain the two types of motivation.
- (c) What is the difference between trademark and patent?

(7)

- (d) What should be our role towards sustainable development?
- (e) What are the barriers to effective communication? Explain them.
- (f) State the four main roles of Food and Beverage (FnB) service in hospitality industry.

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