

MAY 2012

P/ID 77567/PMBT3

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What is meant by hotel grading system?
2. Discuss the role of an information assistant.
3. Bring out the importance of reservation assistant.
4. Bring out the functions of Engineering department in a hotel.
5. Explain Room Service.
6. Discuss about suite.
7. Bring out different types of Restaurants.
8. What is induction in personnel department?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Write in detail about the future of hotel industry.
10. Explain different types of food services.

11. Elaborate the tools of management.
12. Explain the important roles of night auditor.
13. Elaborately discuss the role of a house keeper.
14. Discuss the Facilities and services being offered to the customers by hotelier.
15. Enumerate the role of the different chain of hotels.
16. Draw the layout of front office department of a Five Star Delux hotel.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study :
Beach side hotel human capital dilemma.

This is a case of two competing hotels, Sunrise Hotel and beach side hotel that are both located in a medium raised, tourism based town in the North east U.S. The hotels are both competing for the same set of guests, as well as the same set of potential employees. They are both budget hotels, right next door to each other, with 60 guest rooms, each and a view of the beach. The occupancy during peak season for the sunrise hotel is 98%, but during the winter months goes down to 65%.

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The Beachside hotel has peak season occupancy of 90% and off peak occupancy of 50%.

Joe is General Manager of sun rise hotel and has been in his current position for 5 years. He has been with sun rise hotel for a total of 10 years. He worked his way up at sunrise hotel from front desk agent to front desk supervisor and finally to Asst. Gen. Manager before he became the General Manager. He does a good job of screening potential employees for his rent desk area of the hotel because he realizes the importance of that area of the hotel, especially in tourist areas. He also has incentives. Set up for excellent performance of the front desk agents and training and development programmes designed to give everyone information that will help them do their job better. There is a sense of team work at sunrise hotel and that helps everyone want to do a good job. His guest satisfaction ratings for this hotel are overall excellent. On a rating scale of 1-10, his hotel averages a 9. The average the length of tenure of his employees is 4 years and his current front desk supervisor was promoted from within, along with his Asst. General Manager, Because of the small size of the hotel, Joe is actually involved with all of the hiring decisions and helps to give training programs hiring, alongwith his, leadership team. The employee turnover at the sunrise hotel is 25% overall and that is primarily when homely

employees graduate high school or college and leave the sunrise hotel for a career somewhere else.

Questions :

- (a) What systems should brain implement in order to start changing the human capital practices in Beach Side Hotel?
 - (b) What could brain leave from Joe in terms of the human capital aspects of running a hotel?
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