

SEAT No. \_\_\_\_\_

[1 &amp; A-3]

**SARDAR PATEL UNIVERSITY****BBA (Honours) HM Examination****Semester – VII (4 yrs)****Subject: - Accommodation Management - I****Code: - UM07EBBH03****Date: - 27/11/2017****Time: - 10: 00 To 12: 00 PM****Day: - Monday****Mark: - 60**

Q. 1. (A) Define concept of "Interior Design". Explain the principles of interior design. (08)

Q. 1. (B) Draw the layout of "Guest room" and discuss the furniture size and arrangement. (07)

**OR**

Q. 1. What are the different "Elements" of interior design? Discuss in brief. (15)

Q. 2. (A) What are the factors influencing "Refurnishing"? Explain the concept of redecoration. (08)

Q. 2. (B) What do you mean by "Snagging list"? Explain the procedure of making snagging list in star hotel. (07)

**OR**

Q. 2. What are different fabrics used in hotel industry? Explain the characteristic and common uses in star hotel. (15)

Q. 3. (A) What is concept and importance of "MICE" in hotel industry? Explain the needs of business traveler and leisure tourist. (07)

Q. 3. (B) What do you mean by "Key player" of "MICE" industry? Discuss in brief. (08)

**OR**

Q. 3. What are the function of designing brochures and tariff card? Explain pertaining to size, color, content and cost. (15)

Q. 4. (A) What are the various methods of training? Discuss in brief. (08)

Q. 4. (B) Define "Trainee and Trainer". Explain the importance of training in contest of trainee and organization. (07)

**OR**

Q. 4. What is the role of "Sales and marketing" department in generating and increasing income of 5 – star hotel? Explain the modes / tools used for marketing of hotel. (15)

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