

**SRI VENKATESWARA UNIVERSITY**  
**BACHELOR OF HOTEL MANAGEMENT**  
**SEMESTER SYSTEM WITH CBCS**  
**SEMESTER VI**  
**W.E.F. 2022-2023**

**Skill enhancement courses (SECs) for Semester VI,  
from 2022-23 (Syllabus with Learning Out comes, References, Co-curricular  
Activities & Model Q.P. Pattern)**

**Structure of SECs for Semester – VI**

(For each SEC : Hours / Week : 05, Credits : 4, Max Marks : 100)

Course No	Series – A Management	Course No	Series – B Food and beverage service	Course No	Series-C Rooms Division
16-A	HOSPITALITY SALES AND MARKETING	16-B	BANQUETING AND BUFFET MANAGEMENT	16-C	ADVANCE ROOM DIVISION MANAGEMENT-I
17-A	HOTEL ACCOUNTANCY	17-B	FOOD AND BEVERAGE CONTROLS	17- C	ADVANCE ROOM DIVISION MANAGEMENT -II

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**BACHELOR OF HOTEL MANAGEMENT**  
**SEMESTER SYSTEM WITH CBCS**  
**SEMESTER VI**  
**W.E.F. 2022-2023**  
**BHM SEC 16-A: HOSPITALITY SALES AND MARKETING**

**Periods per week: 4**

**Internal Examination : 25 Marks      Duration of Exam: 3 Hours.**  
**External Examination : 75 Marks      Nature of Exam : Theory**

**I: Course Learning Outcomes**

After completing the course the student shall be able to:

1. Understand various kinds of Trends in the hospitality sales and marketing department.
2. Acquire basic skills and techniques used in hotels for up selling hotel products.
3. Understand various types of types and importance of sales planning
4. Acquire and apply consumer behavior and factors affecting consumer behavior.
5. Understand about nature and scope in marketing hospitality services

**II. Syllabus: Total 75 hrs (Teaching 60, Training 10, Others 05 including IE etc.)**

**Unit-I-Salesman Ship**

Meaning-definition-characteristics-concept-kinds-nature-evolution and psychology in selling

Scope-limitations and importance-sales and management-difference between sales and Marketing management.

**Unit-II-Marketing**

Nature and scope of marketing-Marketing concepts-Traditional and Modern-Selling and

service. Marketing mix - Environment - Service Marketing- Characteristics of

**Unit-III-Product**

development  
Concept of product- Consumer and industrial goods – Product planning and  
Packaging –Role and functions-Brand and Trade mark of life cycle-After  
sale service price  
Importance of Marketing mix-Factors affecting price discounts and  
rebates-Pricing of  
Strategies-Promotion-promotion mix-method of promotion-  
advertising-personal selling-  
Selling as a career-functions of a salesmen-characteristics of good  
salesman-approach  
And presentation to a customer sales and follow up-publicity and  
public relation.

#### **Unit-IV-Sales planning**

Meaning-components-elements-types-Importance and limitations-sales  
field or territories  
Steps in setting sales territories – customer behavior-meaning-  
definition-variables and  
Factors effecting customer behavior-buying motives meaning-kinds-  
chief buying motives  
Different types of consumers-Behavior and consumer service

#### **Unit-V-Consumer behavior**

Meaning-definition-variables and factors of effecting consumer behavior-  
buying motives-  
Meaning-kinds chief buy motives different types of consumers-  
behavior and customer  
Service

### **II Reference Text Books:**

- 1.SANTOKI , SALES MANAGEMENT , KALYANI PUBLISHERS
- 2.KOTLER, KELLER, MARKETING

### **III Co-Curricular Activities:**

A. Mandatory (student training by teacher in related real time field skills: total 10 hours):

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**MODEL QUESTION PAPER**

Max. Marks 75

Time: 3 hrs

**SECTION - A (Total 25 marks)**

**Answer any FIVE Questions**

**(5×5 Marks)**

- 01.) Explain the nature and scope of marketing?
- 02.) Difference between sales and marketing management?
- 03.) What are the motives of Chef buying motives?
- 04.) Explain publicity and public relation?
- 05.) Packing roles and functions?
- 06.) Explain salesmanship Meaning, Definition, and Characteristics.
- 07.) Explain the different brand names and trade names?

08.) Explain the steps in sales territories and consumer behavior?

**Answer any of the following 05 questions (05x10)=50 Marks**

9. (A.) What are the 5 P's and explain in detail? Or  
(B.) Explain the variables and factors affecting consumer behavior of buying motives?  
Different types of  
Consumer and customer services?
10. (A.) What is management - explain the following meaning, definition, characteristics, principles, and functions? Or  
B.) Explain the nature and scope of marketing, and concepts with differences between traditional and modern?
11. (A.) Explain product concept? Consumer and industrial products?  
Products, their planning and development?  
Or  
B.) Explain consumer behavior in detail and factors affecting consumer behavior?
12. (A.) Explain meaning, components, elements, types and importance and limitations of sales fields? Or B.) Salesman - function, characteristics, approach and presentation of product to customer?
13. (A.) Objection handling in closing sales and follow up?  
Or  
B.) Explain marketing environment, service marketing - characteristics of service?

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**W.E.F. 2022-2023**  
**BHM SEC 17-A: HOTEL ACCOUNTANCY**

**Periods per week: 4**

**Internal Examination : 25 Marks**

**Duration of Exam: 3**

**Hours.**

**External Examination : 75 Marks**

**Nature of Exam :**

**Theory**

**I: Course Learning Outcomes**

After completing the course the student shall be able to:

1. Conceptualization of types of breads used for sandwiches ,fillings and their garnishes
2. Acquiring icing and meringues preparation methods and factors for stability.
3. Understanding different types of gateaux and identifying faults and remedies
4. Applying frozen dessert and chocolate in advanced culinary preparation
5. Applying sustainability knowledge, in food handling and preparation

**II. Syllabus: Total 75 hrs (Teaching 45, Training 25, Others 05 including IE etc.)**

**UNIT I-INTRODUCTION TO ACCOUNTING**

Meaning and definition - types and classification - principles of accounting - Systems of accounting

- generally accepted accounting principles (gaap) - primary books (journal) meaning and definition - format of journal - rules of debit and credit - opening entry - simple and compounds entries - practicals - Secondary book (ledger) meaning and uses - formats - posting - practicals

**UNIT II -SUBSIDIARY BOOKS**

Need and use - classification - purchase books - sales book - purchase return - sales return - journal proper - practicals - cash book- meaning and advantages - simple - double and three column - petty cash book with imprest

System (simple and tabular forms)

**UNIT III- BANK RECONCILIATION STATEMENT**

Meaning reasons for difference in pass book and cash book - balances Preparation bank reconciliation statement

**UNIT IV - TRAIL BALANCE**

Meaning - Methods - Advantages - Limitations - Practical

**UNIT V- FINAL ACCOUNTS**

Meaning - Procedure For Preparation Of Final Accounts - Differences Between Trading Accounts - Profit & Loss Accounts And Balance Sheet - Adjustments (Only Four)Closing

**Reference Text Books**

1. Hotel accountancy: b.k.chakravarthi(author)
2. Elements of hotel accountancy :g.s.rawat (author) jms negi (author)

**IV. Co-Curricular Activities:**

A. Mandatory (student training by teacher in related real time field skills: total 10 hours):

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Max. Marks 75

Time: 3 hrs

**SECTION - A (Total 25 marks)**

Answer Any FIVE Questions (5×5  
Marks)

- 01.) What are the principles of accounting?
- 02.) What is a bank reconciliation statement?
- 03.) What is trial balance and draw proforma?
- 04.) Difference between trading and manufacturing accounts?
- 05.) Definition of capital and revenue expenditure?
- 06.) Secondary book - meaning and uses?
- 07.) Rules of Debit and Credit?
- 08.) Meaning and advantages of a simple cash book?

**SECTION - B**

**Answer any of the following 05 questions**

**05x10=50**

**Marks**

- 01.) , limitations of trial balance with a proforma table with examples? Or  
B.) Explain the major differences between trading a/c, profit and loss a/c and balance sheet. And how does the adjustment entries affect the above?
- 02.) A.) Depreciation - problem either straight line A.) Explain the types and classifications of accounts. Explain primary and secondary books with proforma tables?  
Or  
B.) Explain the following purchase, sales, purchase returns, sales returns and journal?
- 03.) A.) Explain the reasons for differences in pass book and cash book? Or  
B.)What are the different reasons for cancellation of cheques?
- 04.) A.) Meaning, methods, advantages method or diminishing method? Or  
B.)Explain the types of cash books?
- 05.) A.) Final Account - problem? ( with adjustment entries ) Or  
B.) Explain the following in detail - prepaid, postpaid and outstanding and deprecation?



**SEMESTER SYSTEM WITH CBCS**  
**SEMESTER VI**  
**W.E.F. 2022-2023**  
**BHM sec16-B : BANQUETING AND BUFFET MANAGEMENT**

<b>Periods per week : 4</b>	
<b>Internal : 25</b>	<b>Duration of Exam : 3</b>
<b>Hours. Examination : 75 Marks</b>	<b>Nature of Exam :</b>
<b>Theory</b>	

**I. Course learning outcomes**

After completing the course the student shall be able to:

- 1.Acquire knowledge of f & b management controls
- 2.Understanding cost control through purchase control; receiving controls
- 3.Also understand cost control through storing and issuing of inventory control

**II. Syllabus: Total 75hrs (Teaching 45, Training25, Others 05 including IE etc.)**

**UNIT -I**

**Planning & Operating Various F&B Outlet** - Layout of Functional and ancillary areas, Objective of a Good Layout, Steps in Planning, Factors to be Considered While Planning, Various Set Ups For Seating, Planning Staff & Equipments Requirement

**UNIT-II**

**Banquet and Off-Premise Operations and Management** - Types of Functions, Organizational Structure of Banquet Department, Banquet Booking Procedures and Documentation, Menu Planning, Organization and Methods of Service in Function Catering, Function Sales, Toast Procedures & Protocol, Banquet SOP's, Off-Premises Catering, Managing off-Premises Catering, Introduction to Informal Banquet (Reception, Cocktail Parties, Convention, Seminar, Exhibition, Fashion Shows, Trade Fair, Wedding)

**UNIT-III**

**Buffets** - Types of Buffet (Display, Sit Down, Fork, Finger, Cold Buffet, Breakfast Buffets) Factors to Plan Buffets, Area Requirement, Planning and Organization, Sequence of Food, Equipment and Supplies, Check List

**UNIT-IV**

**Mice Management** - Introduction & Concept of MICE, Value of MICE for Hospitality Industry, Transportation, Attractions & Supporting Infrastructure, Public Sector, Client Management, Budgeting for MICE, Sponsorship and Financial Analysis, Negotiations (Negotiable & Non-Negotiable Items), Legal Issues in MICE Industry, Service Contractors (New

Concepts)

## UNIT-V

**Managing F & B Outlets** - Indenting and Maintaining Par-Stocks, Advertisement/Selling Techniques, Garbage Disposal, Situation Handling, Employee Requirement, Setting up Operational Procedures

### III. Reference Text Books:

1. Food and Beverage Service by Cousins, Lillicrap and Weekes, Publisher: Hodder Education
2. Modern Restaurant Service by John Fuller, Publisher: Hutchinson's
3. Professional Food & Beverage Service Management by Brian Varghese, Publisher: Laxmi Pub.
4. Food & Beverage Service by Bobby George & Sandeep Chatterjee, Publisher: Jaico Publishing

### IV. Co-Curricular Activities:

A. Mandatory (student training by teacher in related real time field skills: total 10 hours):

**1. For Teachers:** Training of students by the teacher (using actual field material) in classroom and field for a total of not less than 10 hours on techniques of Banquet management.

- Providing sessions on Planning & Operating Various F&B Outlet. Ref : Unit - 1
- Explain Banquet and Off-Premise Operations and Management with leading examples (Ref : Unit-2)
  - Explain the type and procedure of buffet. Ref: Unit-3
  - Introduce the Mice Management with floor sessions. Ref : Unit-4
  - Give floor sessions of F&B outlets and discuss the situation handling. Ref: Unit-5

**2. For Students:**

- Students will learn social and state occasions.
  - Students will learn about function sheet and prospectus.
  - Students will understand the concept of contract of agreement.
  - Students will learn about banquet bar and space area calculation.
  - Students will learn about how to book a banquet.
3. Max marks for Fieldwork/Project work Report: 05.

4. Suggested Format for Fieldwork/Project work Report: (not more than 10 pages): Title page, student details, contents, objective, step-wise work done, findings, conclusions and acknowledgements.
5. Unit tests (IE).

### **B. Suggested Co-Curricular Activities**

- Case Study on F&B Control is very important.
- Guest lecture on the same curriculum.
- Exchange programme need to be done.
- Field visit to the hotel and companies.

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Max. Marks 75

Time: 3 hrs

**SECTION - A (Total 25 marks)**

Answer any FIVE Questions (5×5  
Marks)

01. Write Short notes on Control cycle?
02. Write short notes on internal factors?
03. Write short notes on nonperishable products?
04. Draw a format of purchase order forms?
05. Define Meat tag?
06. Draw a format of receiving control Invoice?
07. Define Bin Cards?
08. Write short notes on Stock Control?

**SECTION-B**

**Answer any of the following 05 questions**

**(05x10)=50 Marks**

9. (A.) Briefly Explain about F&B Management and controls?  
Or  
(B.) Write About External Factor and internal Factors in F&B Controls?
10. (A.) Briefly Explain about Purchasing control Procedure?  
Or  
B.) Briefly explain about Controlling Perishable and Non- Perishable products from fraud purchasing?

11. (A.) Briefly explain about receiving controls Procedure?  
Or  
B.) Briefly Explain about what are records maintain in receiving controls?
12. (A.) What are the equipment's used in store room, write duties and responsibilities of Store Clerk?  
Or  
B.) Draw neat diagrams of stock records maintained in store room?
13. (A.) Explain perpetual inventory method? And explain how monthly inventory takes physically?  
Or  
B.) What is the importance of taking inventory in the F& B Controls?

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**W.E.F. 2022-2023**  
**BHM SEC17-B : FOOD & BEVERAGE CONTROL**

Periods per week : 4

Internal :25

Duration of Exam : 3Hours.

**Examination :75Marks**  
**Nature of Exam : Theory**

**I. Course learning outcomes**

After completing the course the student shall be able to:

1. Acquire knowledge of f & b management controls
2. Understanding cost control through purchase control; receiving controls
3. Also understand cost control through storing and issuing of inventory control

**II. Syllabus: Total 75hrs (Teaching 45, Training 25, Others 05 including IE etc.)**

UNIT- I

**Food & Beverage Management & Control** - Objectives , Control Cycl (Planning, Organizing, Coordinating, Directing, and Controlling), Factors Affecting Food and Beverage Management Control (External Factors and Internal Factors).

UNIT-II

**Purchasing Control** - Types of Perishable and Non-Perishable Products, Quality Purchasing, Standing Purchase Specifications, Purchasing Procedure and Different Methods of Food Purchasing, Methods of Purchasing in Hotels, Purchase Order Forms, Economic Order Quantity, Carrying Cost, Frauds in Purchasing

### UNIT-III

**Receiving Controls** - Aims of Receiving, Job Description of Receiving Clerk/Personnel, Equipment Required for Receiving, Documents by the Supplier (Including Format - Delivery Notes, Bills/Invoices, Credits Notes, Statements), Records Maintained in the Receiving Department (Goods Received Book, Daily Receiving Report, Meat Tags), Receiving Procedure, Blind Receiving, Assessing the Performance and Efficiency of Receiving Department, Potential Frauds in Receiving, Hygiene in Receiving Areas and Its Relative Importance

### UNIT-IV

**Storing and Issuing Control** - Aims of Store Control, Job Description of Food Store Room Clerk/Personnel, Conditions of Facilities and Equipment, Arrangements of Food, Location of Storage Facilities, Security and Stock Control, Stock Records Maintained Bin Cards (Stock Record Cards/Books), Issuing Control and Procedure (Requisitions, Transfer Notes), Frauds in Storing and Issuing

### UNIT-V

**Inventory Control** -Importance and Objectives of Inventory Control, method (Physical & Perpetual), Inventory Management Techniques, Monthly Inventory and Stock Taking, ABC and VED Analysis, Par Stock

### III. Reference Text Books:

1. The Complete Food and Beverage Cost Control Book by H. Berberoglu, Publisher: Shelox Bound.
2. Food and Beverage Cost Control By L. R. Dopson and D. K. Hayes, Publisher:Wiley.
3. Practical Food and Beverage Cost Control by Clement Ojugeo, Publisher: Cengage Learning
4. Food & Beverage Cost Control by Donald A Bell, Publisher:McCutchan
5. Culinary Economics by Y B Mathur, Publisher: IKPublications

### IV. Co-Curricular Activities:

A. Mandatory (student training by teacher in related real time field skills: total 10 hours):

**1. For Teachers:** Training of students by the teacher (using actual field material) in classroom and field for a total of not less than 25 hours on techniques in Food and Beverage Controls.

- a) Providing sessions on control cycle (planning, organizing, coordinating, directing and controlling) Ref unit -1
- b) Explaining with leading examples on perishables and non-perishables products , quality purchasing, SPS, purchasing procedure and different methods of food purchasing in hotels and how to fill purchasing order form.

Ref unit 2

- c) Making them understand the aims, jobs description of receiving with proper documents. Ref unit 3
- d) Emphasis on storing and issuing control aims and jobs description. Ref unit 4
- e) Explaining with leading examples of storing and issuing control. Ref unit 5

1. **For Students:**

- Students will able to learn about basic terms of accounting.
- Students will able to learn about cost control with its role.
- Students will able to learn about the branches of accounting with relationship between various branches.
- Students will come to know about how financial transactions are being recorded in journals and then after in ledgers.

3. Each student has to make observations and submit to the teacher a handwritten Fieldwork/Project work Report, not exceeding 10 pages, on his/her observations etc. . Max marks for Fieldwork/Project work Report: 05.

4. Suggested Format for Fieldwork/Project work Report: (not more than 10 pages): Title page, student details, contents, objective, step-wise work done, findings, conclusions and acknowledgements.

5. Unit tests (IE).

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• **V. Suggested Question Paper Pattern:**

**SECTION - A (Total 25 marks)**

Answer any FIVE Questions (5×5=25Marks)

01. Write Short notes on Control cycle?
02. Write short notes on internal factors?
03. Write short notes on nonperishable products?
04. Draw a format of purchase order forms?
05. Define Meat tag?
06. Draw a format of receiving control Invoice?
07. Define Bin Cards?
08. Write short notes on Stock Control?

**Answer any of the following 05 questions** 05x10=50 Marks

9. (A.) Briefly Explain about F&B Management and controls?  
Or  
(B.) Write About External Factor and internal Factors in F&B Controls?
10. (A.) Briefly Explain about Purchasing control Procedure?  
Or  
B.) Briefly explain about Controlling Perishable and Non- Perishable products from fraud purchasing?
11. (A.) Briefly explain about receiving controls Procedure?  
Or  
B.) Briefly Explain about what are records maintain in receiving controls?
12. (A.) What are the equipment's used in store room, write duties and responsibilities of Store Clerk?  
Or  
B.) Draw neat diagrams of stock records maintained in store room?
13. (A.) Explain perpetual inventory method? And explain how monthly inventory takes physically?  
Or  
B.) What is the importance of taking inventory in the F& B Controls?

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SEMESTER VI**

**W.E.F. 2022-2023**

**BHM- SEC16-C: Advance Rooms Division Management-I**

**Periods per week: 4**

**Internal : 25  
Examination : 75Marks**

**Duration of Exam: 3Hours.  
Nature of Exam : Theory**

• **Course learning outcomes**

After completing the course the student shall be able to:

- a Grasping job ,description job listing and duties and responsibilities ; understanding orientation process etc.
- b Should be able to identify functions of management with relation to front office and housekeeping department
- c Understanding housekeeping controls

• **Syllabus: Total 75hrs (Teaching 45, Training25, Others 05 including IE etc.)**

## **UNIT I Managing Human Resources, Training and Scheduling f/o & h/k staff:**

Preparing job lists and job descriptions for front office and housekeeping staff, Source of internal and external recruiting, Role of executive housekeeper and front office manager in selecting staff Orientation process - the role of the ex. HK and FOM, Developing job breakdowns for the H.K and F.O job positions, Skills training - the four step training method (prepare, present, Practice, Follow up), Developing staffing guides for room attendants, supervisors ,

## **UNIT II Planning of F office Operations:**

Identify and describe the functions of management with relation to front office and housekeeping department. Establishing room rates through market condition approach rule of thumb approach and the Hubbart formula. Forecasting room availability, forecasting data, percentage of walk ins, percentage of overstays, percentage of No-shows, percentage of under stays, percentage of early arrivals, forecast formula, forecast forms, importance of forecasting. Budgeting for front office, forecasting room revenue, estimating expenses

## **UNIT III House Keeping Controls:**

Establishing par levels and inventories/ control of linen & uniform, guest loan items, machines & equipment, cleaning supplies, guest supplies, the role of the housekeeper in planning operating and capital budgets, Budgeting housekeeping expenses Controlling expense, Purchasing systems

## **UNIT IV Measuring Performance in the Rooms Division:**

Importance and calculation of operational statistics, Percentage of single occupancy, Percentage if multiple occupancy, Percentage if domestic and foreign occupancies, ARR of ADR

Average rate per guest, Average length of stay, Rev PAR, Daily operations report its importance Sales Mix or Clientele Mix, its calculation,

## **UNIT V Revenue Management:**

The concept of revenue management, Hotel industry applications - capacity management, discount allocation, duration control, Measuring yield - potential average single rate, potential average double rate, rate spread, multiple occupancy, potential average rate, room rate achievement factor, yield statistics Elements of Revenue Management - group room sales, transient room sales, food and beverage activity, special events, Using revenue management - Potential high and low demand tactics

## **III. REFERENCE BOOKS:**

1. Front Office Operations And Management, Ahmed Ismail, Thomson Delmar,2002
2. Housekeeping Management, Margaret M Kappa, Eiah& La, 2ndEd./1997
3. Hotel Hostel & Hospital Housekeeping, Joan C Branson, Margaret Lennox, Hodder

## **IV. Co-Curricular Activities:**



A. Mandatory (student training by teacher in related real time field skills: total 10 hours):

1. **For Teachers:** Training of students by the teacher (using actual field material) in classroom and field for a total of not less than 10 hours on techniques in advanced room division management
  - a. Preparation of Schedules and Staffing: reference through Duty Roasters followed in 5 star Hotel ( Ref: unit 1)
  - b. Preparation of HR tools and Techniques : Forms and Formats, Skill development manuals, Training Manuals through HR (ref. unit-1)
  - c. Preparation of Front Office Operations (such as Management Functions, Occupancy Reports ( detailed) carried in Hotels) (Ref. unit-2)
  - d. Preparation of House keeping Desk Operations – Linen and Uniform room , budgeting carried out in OPL Laundry in 5 star hotel. (ref. unit 3)
  - e. Room Division Performance calculations and reports: in detailed report of Operational Statistics used by FOM in 5 star hotel such as ADR, Rev Par and sales mix techniques (ref. unit.4)
  - f. Presenting concept of Revenue Management: in Depth Calculation of Yield and Revenue management through computer generated reports and calculation. Implication on daily business by 5 Star Business Hotel. ( Ref : unit 5)
2. **For Students:** Group Fieldwork/Project work on identified real time situations with respect to Revenue Management and its concept. On practical, Each student has to make observations and submit to the teacher a handwritten Fieldwork/Project work Report, not exceeding 10 pages, on his/her observations including samples of reports , forms and formats.
3. Max marks for Fieldwork/Project work Report: 05.
4. Suggested Format for Fieldwork/Project work Report: (not more than 10 pages): Title page, student details, contents, objective, step-wise work done, findings, conclusions and acknowledgements.
5. Unit tests (IE)

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Max. Marks 75

Time: 3 hrs

**SECTION - A (Total 25 marks)**

**Answer any FIVE Questions (5×5 Marks)**

01. Define HRM?
02. Define Hubbart formula?
03. Write short notes on Percentage of No-shows?
04. Write a short notes on Housekeeping Inventories?
05. Write short notes on ARR?
06. Write Short Notes on ADR?
07. Define Measuring Yield?
08. Define Revenue Management?

**SECTION - B (Total 50 marks)**

**Answer the following questions Questions (5×10 Marks)**

9. (A.) Briefly Explain about Preparing job List for Recruiting External & internal Staff?  
Or

(B.)Write about Four step Training Method &Staff guides for room division Management?

10. (A.) Describe the functions of Management with Relation to Front Office & Housekeeping Department?

Or

**A.** Hubbart formula **B** .Percentage of No-Show **C.**Forecast Formula **D.**% of Under stay

11. (A.) Write about Machines & Equipment's rolls play in Housekeeping Department?

Or

B.)Briefly Explain about Par level inventories system in housekeeping Department?

12. (A) Write The Below:

**A.** % Of Single Occupancy **B.**% of Double Occupancy **C.**% Domestic Occupancy

Or

B.)Write about Daily Measuring performance of room division?

13. (A.) Briefly Explain about concept of revenue management in Hotel industry ?

Or

B.)Briefly explain about Yield Management System on Room Revenue?

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**BHM SEC17-C: ADVANCE ROOMS DIVISION MANAGEMENT-II**

<b>Periods per week</b>	<b>:4</b>	
<b>Internal</b>	<b>:25</b>	<b>Duration of Exam : 3Hours.</b>
<b>Examination</b>	<b>:75 Marks</b>	<b>Nature of Exam :Theory</b>

**I. Course learning outcomes**

After completing the course the student shall be able to:

1. To develop understanding of training needs of front office and housekeeping
2. Importance of service quality in hotel management
3. Deriving importance of guest loyalty and its association with culture
4. Picking up the art of new set up operations for housekeeping
5. Appreciating and understanding designing hotel room ambience and hotel facilities design

**II. Syllabus: Total 75hrs (Teaching 45, Training25, Others 05 including IE etc.)**

**UNIT-I**

Training for Rooms division – Training (Meaning & definition), Training Need Analysis, Training Schedule, Steps of Training, Train the Trainer, Employee Development, Training for New and Old Employees

**UNIT -II**

Service Quality - Defining Service Quality and Guest satisfaction, Experienced Service

Quality Models, Model of Service Quality Gaps, Guest Satisfaction and Retention, Dimensions of Guest Satisfaction, Tools to Achieve Continuous Guest Satisfaction by

Practising Service Quality, Positive Effects by Practicing Service Quality in the Hospitality

Industry, Measurement Models of Service Quality and Guest Satisfaction in Hotel Industry, Introduction to SERVQUAL, Guest Perceptions of Quality in Hotels, Measuring Guest Satisfaction

**UNIT- III**

Guest Loyalty & Culture- Definition of Culture, Dimension of Culture Difference for Guests

. Impact of Culture on Guest Satisfaction & Loyalty, the Importance of Guest Loyalty in the Hotel Industry, Definition of Guest Loyalty, Loyalty Prerequisites, Guest Satisfaction

## **UNIT- IV**

New Set-up Operations - Role of Housekeeper in a New Property, Pre-Opening Operations: Temporary Storage, Moving into the Property, Disposition of Spares, and Importance of Checklists for New Set ups

## **UNIT- V**

Managing Internal Environment - Noise Control, Air Conditioning Control, Indoor Air Quality, Odour Control, Light Control Facility Planning and Management - Factors

Considered in Planning & Designing the Hotel Facilities, Stages in Developing a Property,

Hotel Design Process Designing Hotel Room Ambience - Key Design Elements to Perfecting Guest Room Ambience, Technical Guest Room Management Solutions, Defining Interiors & Design Considerations in Boutique Hotels, Energy Management

### **III. Reference Text Books:**

1. Managing Front Office Operations by Kasavana& Brooks, Publisher:AHLEI
2. The Professional Housekeeper by Schneider, Tucker &Scoviak, Publisher:Wiley
3. Total Quality Management by Besterfield, Publisher:Pearsons

### **IV. Co-Curricular Activities:**

A. Mandatory (student training by teacher in related real time field skills: total 10 hours):

1. **For Teachers:** Training of students by the teacher (using actual field material) in classroom and field for a total of not less than 10 hours on techniques in advanced room division management
  - a. Preparation of L& D Aspects in Hotel: reference through training schedules prepared by HR in Hotels. ( Ref: unit 1)
  - b. Preparation of Train the Trainer Programme : Reference through Hotel and Service industry TTT programme, Video Presentation and techniques by Hotel (ref. unit-1)
  - c. Preparation of Guest relations Operation for Service Quality: Reference through Feedback collection by Feedback form, trip advisor and real time feedback collected from 5 star Hotel (Ref. unit-2)
  - d. Preparation of Loyalty Program - Reference through Hotel Websites and loyalty reports from brand like Accor, Taj and Marriott (ref. unit 3)
  - e. Pre- Opening Property: in detailed reports of various challenges and real time issues with Pre Opening hotels near by. (ref. unit.4)

- f. Presenting concept of Accommodation Operation: in Depth report on maintenance with reference to noise control, light control, indoor air quality ( Ref : unit 5)
2. **For Students:** Group Fieldwork/Project work on identified real time situations with the new or Pre-Opening Hotels and its Operations. On practical, Each student has to make observations and submit to the teacher a handwritten Fieldwork/Project work Report, not exceeding 10 pages, on his/her observations including samples of reports , forms and formats.
  3. Max marks for Fieldwork/Project work Report: 05.
  4. Suggested Format for Fieldwork/Project work Report: (not more than 10 pages): Title page, student details, contents, objective, step-wise work done, findings, conclusions and acknowledgements.
  5. Model presentation and report writing on Designing Hotel room

**SRI VENKATESWARA UNIVERSITY**  
**BACHELOR OF HOTEL MANAGEMENT**  
**SEMESTER SYSTEM WITH CBCS**  
**SEMESTER VI**  
**W.E.F. 2022-2023**

Max. Marks 75

Time: 3 hrs

**SECTION - A (Total 25 marks)**

**Answer any FIVE Questions (5×5 Marks)**

01. Definition of Staff Training?
02. Define Service Quality?
03. Write about Seroquel?
04. Write short Notes on Energy Management?
05. Define Guest room Keys?
06. Write Short Notes on Indoor Air Quality?
07. Write short Notes on Odour control?
08. Write Short Notes on Role of Housekeeper in new Property?

**SECTION - B (Total 50 marks)**

**Answer any FIVE Questions (5×10 Marks)**

9. (A.) Briefly Explain about Employ Training Development procedure?  
Or  
(B.)What is the analysis need to take while training New & Old Employos?
10. (A.) Briefly Explain About Service Quality & Guest Satisfaction?  
Or  
B.)What is the guest Perceptions of quality in Hotels?
11. (A.) Briefly Explain about Guest Culture& Satisfaction?

Or

B.)Write About Impact of culture & Guest Loyalty ?

12. (A) what is the role of Housekeeping Staff by set up New Operation?

Or

B.)What is the duties & Responsibilities of Housekeeping staff for moving a Property?

13. (A.) Briefly Explain about Interiors Design in Boutique hotels?

Or

B.)How to Manage Internal Environment in Hotel Facilities?