

SAMPLE QUESTIONS
TY BSC (H.S.) SEM VI SUMMER EXAM 2020.

ORGANIZATIONAL BEHAVIOUR
Subject Code –USHO601

1. Empowerment is related to:
 - A) Planning
 - B) Organizing
 - C) Directing
 - D) Controlling

2. Organization establishes relationship between
 - A) People, work and resources
 - B) Customer, work and resources
 - C) People, work and management
 - D) Customer, work and management

3. The following is not a type of organization structure
 - A) Line organization
 - B) Functional organization
 - C) Line & staff organization
 - D) Flexible organization

4. A manager who possesses knowledge of the processes, equipment, and potential problems of an industry would possess what type of managerial skill?
 - A) Technical
 - B) Administrative
 - C) Interpersonal
 - D) Organizational

5. Which of the following is a factor present in a target which may affect a person's perception?
 - A) Attitude
 - B) Motive
 - C) Interest
 - D) Novelty

6. According to Mintzberg, one of management's interpersonal roles is.
 - A) Spokesperson
 - B) Leader
 - C) Negotiator
 - D) Monitor

7. Which of the following is not a biographical characteristic?

- A) Political affiliation
- B) Age
- C) Sex
- D) Tenure

8. It helps to understand difference values, attitudes and behaviour

- A) Sociology
- B) Psychology
- C) Anthropology
- D) Political Science

9. The is the sum total of an individual's intensity, direction and persistence of effort towards attaining a goal is

- A) Leadership
- B) Team Work
- C) Motivation
- D) Conflict

10. Abraham Maslow propounded the

- A) Need Hierarchy Theory
- B) Two Factor Theory
- C) Theory X and Theory Y
- D) Goal Setting Theory

11. Status, recognition and demonstrative needs are

- A) Basic Needs
- B) Esteem Needs
- C) Social Needs
- D) Security Needs

12. Employees view work as natural as rest or play is

- A) Theory X
- B) Theory Y
- C) Theory A
- D) Theory B

13. Managers in organizations, to motivate their teams, should

- A) Know the Concepts of Motivation
- B) Need not know the concepts of motivation
- C) Should not worry about motivation
- D) Should not focus on teams

14. Economic uncertainty, political uncertainty, technological changes leads to

- A) Happiness
- B) Peace
- C) Joy
- D) Stress

15. Emotional Stress can be handled well through

- A) Smoking
- B) Drinking Alcohol
- C) Power Games
- D) Professional Counseling

16. Weak financial position leads to

- A) Stress
- B) Happiness
- C) Peace
- D) Joy

17. Fear and uncertainty leads to

- A) High Stress
- B) Low Stress
- C) No stress
- D) Peace

18. Changes in political parties and threat of terrorism are examples of _____
uncertainties

- A) Social
- B) Political
- C) Economical
- D) Technological

19. In the _____ stage of change, old ideas and practices are cast aside so that
the new ones can be learned

- A) Unfreezing
- B) Freezing
- C) Changing
- D) Transformational

20. The avoiding strategy often results in a _____ outcome.
- A) Lose- lose
 - B) Win- lose
 - C) Win- win
 - D) Lose -win
21. _____ conflict refers to conflict between two persons.
- A) Intergroup
 - B) Intrapersonal
 - C) Interpersonal
 - D) Intragroup
22. _____ power comes from a person's special skills and knowledge.
- A) Coercive
 - B) Reward
 - C) Legitimate
 - D) Expert
23. In the _____ strategy individual physically and mentally withdraws from the conflict.
- A) Avoiding
 - B) Forcing
 - C) Dictating
 - D) Compromising
24. Conflict between two departments of a company is called as _____
- A) Intergroup
 - B) Intrapersonal
 - C) Interpersonal
 - D) Intragroup
25. The _____ is an aggressive and dominating strategy aimed at achieving one's personal goals at the expense of others.
- A) Compromising
 - B) Forcing
 - C) Avoiding
 - D) Confronting

STRATEGIC MANAGEMENT
Subject Code -USHO602

1. Who invented 7's framework _____ .
 - a. Mckinsey
 - b. Maslow
 - c. Herzberg
 - d. Kurt lewin
2. Vision is shared across entire _____ .
 - a. Organisation
 - b. Vision
 - c. Mission
 - d. Objectives
3. _____ are open ended attributes that denote the future state or outcome.
 - a. Strategy
 - b. Policy
 - c. Strategic Plan
 - d. Goals
4. Strategic management takes place within the framework of _____ .
 - a. Organisation
 - b. Vision
 - c. Mission
 - d. Objectives
5. _____ are closed ended attributes which are precise & expressed in specific terms.
 - a. Organisation
 - b. Vision
 - c. Mission
 - d. Objectives
6. Mission statement is a _____ documents.
 - a. Formal
 - b. Informal
 - c. Routine
 - d. Casual
7. Business is an _____ activity.
 - a. Economic
 - b. Environmental
 - c. Alarming
 - d. Ecological

8. Competitive strategy is a ____ Level Strategy.

- a. Functional Level
- b. Corporate Level
- c. Business Level
- d. Unit Level

9. Joint venture is _____ level strategy

- a. Business Level
- b. Corporate Level
- c. Functional Level
- d. Unit Level

10. Merger and Acquisition is _____ level strategy

- a. Business Level
- b. Corporate Level
- c. Functional Level
- d. Unit Level

11. Strategic Alliance is _____ level strategy

- a. Business Level
- b. Corporate Level
- c. Functional Level
- d. Unit Level

12. All global collaboration can be termed as ____ level strategies

- a. Business Level
- b. Corporate Level
- c. Functional Level

13. Cost leadership is one of the ____ level strategies.

- a. Business Level
- b. Corporate Level
- c. Functional Level
- d. Unit Level

14. Product differentiation is one of the _____ level strategies.

- a. Business Level
- b. Corporate Level
- c. Functional Level
- d. Unit Level

15. Cost Focused is one of the _____ level strategies.

- a. Business Level
- b. Corporate Level
- c. Functional Level
- d. Unit Level

16. Differentiation Focused is one of the _____ level strategies.

- a. Business Level
- b. Corporate Level
- c. Functional Level
- d. Unit Level

17. The process of strategy evaluation does not include

- a. Analyzing Variance
- b. Fixing Benchmarks
- c. Measurement of Performance
- d. Measurement of Stakeholder

18. Strategic Evaluation in the final phase:-

- a. Strategic Scheme
- b. Strategic Management
- c. Strategic Planning
- d. Strategic Staffing

19. The significance of strategy evaluation does not lie in:-

- a. People
- b. Managers
- c. Performance
- d. Society

20. It involves the substantial modification of existing products:-

- a. Market Penetration
- b. Retrenchment Strategies
- c. Product Development
- d. Competitors

21. It refers to concentrate on the current business and reaching deeply to improve and grow:-

- a. Product Development
- b. Retrenchment Strategies
- c. Liquidation Strategies
- d. Market Penetration

22. Strategic Management is mainly the responsibility of

- a. Lower Management
- b. Middle Management
- c. Top Management
- d. Semi Middle Management

23. Who helps an organization to gather analyze & organize information?

- a. Ethics Officers
- b. Operatives
- c. Hobbyists
- d. Strategies

24. While fixing the organizational objectives it is needed to

- a. Decide
- b. Analyze
- c. Evaluate
- d. Plan

25. After identifying its strengths and weakness an organization must focus on:-

- a. Money
- b. Strategies
- c. Market
- d. Competitors Moves

ADVANCE FOOD PRODUCTION

Subject Code – USHO604A

1. First phase of food cost control consist of
 - a. Financial policies to be set
 - b. Yield testing
 - c. Planning routine operation
 - d. Quality control

2. Which department handles stocks of small operating equipment like cutlery, kitchen equipment, cleanliness and issue of cutlery, crockery etc.
 - a. Kitchen Stewarding department
 - b. Dish washing department
 - c. Pot washing department
 - d. Housekeeping department

3. Three sink method used for sanitizing which has following sequences involved
 - a. Wash, rinse and sanitize
 - b. Sanitize, clean and dry
 - c. Clean, sanitize and dry
 - d. Wash, dry and sanitize

4. Maximum workers area of reach is
 - a. 215 cms
 - b. 400 cms
 - c. 145 cms
 - d. 85 to 90 cms

5. Three points of kitchen work triangle are:
 - a. Sink, stove/oven and refrigerator
 - b. Storage, refrigerator and stove/oven
 - c. Sink, potwash and stove/ oven
 - d. Storage, sink and refrigerator

6. Temperature of water used for killing bacteria should be
 - a. 180 degrees Fahrenheit
 - b. 40 degrees Fahrenheit
 - c. 75 degrees Fahrenheit
 - d. 100 degrees Fahrenheit

7. Mandolins are used for
 - a. Slicing vegetable
 - b. Fruit cutting
 - c. Peeling vegetables
 - d. Slicing cheese

8. Tagine pots are used in which cuisine
 - a. Moroccan cuisine
 - b. European cuisine
 - c. Chinese cuisine
 - d. Indian cuisine

9. The term _____ refers to small open faced sandwich.
 - a. Canapé.
 - b. Amuse Bouche.
 - c. Appetizer.
 - d. All of the above.

10. Poached oysters wrapped in streaky bacon and grilled on skewers.
 - a. Angels on Horseback
 - b. Devils on Horseback.
 - c. Rodeos.
 - d. Devil of the Sea.

11. Italian Version of canapé.
 - a. Crostini.
 - b. Calzone
 - c. Bruschetta
 - d. Panini

12. _____ is a Russian term for hot and cold hors d'oeuvres, snacks, and appetizers.
 - a. Zakuski.
 - b. Slovaks.
 - c. Crêpes
 - d. Borski.

13. Street food in Mexico is called.
 - a. Antojitos.
 - b. Beignets.
 - c. Tapas
 - d. Tuques.

14. _____ is a selection of small dishes or large platters in the middle east.
- Mezze.
 - Halloumi.
 - Baklava.
 - Halim.
15. _____ Pancake made for accompanying caviar.
- Blinis
 - Crepe.
 - Pita
 - Lavas'.
16. A dish served with sauce and garnished with seedless white grapes
- Veronique
 - Noisette
 - Milanaise
 - Colbert
17. Demi – devil means
- poultry stuffed with truffles
 - remove sinews
 - remove sinews from liver
 - Spatchcock
18. Trenche means
- to slice
 - Trencher
 - to carve
 - to sear
19. From the Following tick any one Classical Cake
- Schwarzwaldler Kirschtorte
 - Short Crust
 - Vol –au-vent
 - Eclairs
20. Tick Any One Classical Salad from the following
- Fattoush
 - Goulash
 - Navarin
 - Ragout

21. Sirloin, Tenderloin, Thick Flank, Thin Flank, top side, Silver Side are cuts of _____
- Beef
 - Chicken
 - Lamb
 - Fish
22. Tick Any one cut which is not of Vegetable from the following
- Supreme
 - Fluting
 - Prasienne
 - Matignon
23. Anjou, Red Anjou, Bartlett, Bosc, Concorde are examples of _____
- Pears
 - Apples
 - Plums
 - Apricots
24. From the following tick a soup preparation
- Avgolemono
 - Ratatouille
 - Bubble and Squeak
 - Wienerschnitzel
25. The full form of FSSAI is
- Food Safety and Standards Authority of India
 - Food Standards and Safety Authority of India
 - Food Safety and Standards Authenticity of India
 - Food Safeties and Standardization Authorities of India

ADVANCED FOOD & BEVERAGE OPERATIONS MANAGEMENT
Subject Code – USHO604B

1. Still wines are used in lamp cookery and flambé work for
 - A. To Determine correct Consistency
 - B. To remove excess fat/grease
 - C. To flavour & sweeten
 - D. To balance flavour

2. Syrups are used in lamp cookery and flambé work for
 - To Determine correct Consistency
 - To remove excess fat/grease
 - To flavour & sweeten
 - To balance flavour

3. Sprinkle a little _____ over the flame if a blue colour is required.
 - A. Cinnamon
 - B. Salt
 - C. Pepper
 - D. Sugar

4. In lamp cookery special attention must be paid
 - A. Hygiene and safety
 - B. Showmanship
 - C. Taste
 - D. Use of liquor

5. Which of the following is a standard crockery used on Hors d'oeuvres Trolley?
 - A. Joint Plate
 - B. Sweet Plate
 - C. Cold Half Plate
 - D. Bread & Butter Plate

6. Which of the following is not a standard part of liqueur trolley?
 - A. Glasses
 - B. Peg Measure
 - C. Cheese Knife
 - D. Ice Bucket

7. Which of the following trolleys is not used in Gueridon service?
 - A. Flambe Trolley
 - B. Buzzing Trolley
 - C. Cheese Trolley
 - D. Carving Trolley

8. Which of the following equipment is used on a carving trolley?
- A. Dessert Fork
 - B. Dessert Spoon
 - C. Carving Knife & Fork
 - D. Joint Knife
9. A _____ is a licensed public house for the sale and consumption of alcohol drinks on or off the premises.
- A. Tiki Bar
 - B. Pubs
 - C. Lounge
 - D. Discotheque
10. _____ are aesthetically defined by their culture décor which is based upon a romanticized conception of primitive tropical cultures, most commonly Polynesian.
- A. Tiki Bar
 - B. Lounge Bar
 - C. Theme Bar
 - D. Sunken Bar
11. This term is chiefly British in usage. It is the contracted form of 'public house'.
- A. Tiki Bar
 - B. Pubs
 - C. Lounge
 - D. Discotheque
12. This luxury _____ bar is usually found in resort hotels where guests spend plenty of time in and around the pool.
- A. Lounge Bar
 - B. Theme Bar
 - C. Sunken Bar
 - D. Restobar
13. _____ bar is patronized by individuals looking for a new friend of the people of the opposite sex – anything from a date to a whole new relationship.
- A. Meet Bar
 - B. Ladies Bar
 - C. Gay Bar
 - D. Patron Bar

14. In Britain, units serving alcohol, under license, to the common person are in popular parlance called _____ and are stand-alone outlets or found at less fashionable inns and taverns.
- A. Tiki Bar
 - B. Pubs
 - C. Lounge
 - D. Discotheque
15. They go as singles to _____ bars that are attractive to another seeker like themselves. They stay long enough to meet someone they would like to spend the evening with.
- A. Meet Bar
 - B. Ladies Bar
 - C. Gay Bar
 - D. Patron Bar
16. _____ bars that restrict entry only to ladies, tend to psychologically make it safer for members of the fairer female sex.
- A. Meet Bar
 - B. Ladies Only Bar
 - C. Gay Bar
 - D. Patron Bar
17. In _____ bars typical food offerings are fruit and cheese trays and hors d'oeuvre specialities.
- A. Wine Bar
 - B. Cocktail Bar
 - C. Beer Bar
 - D. Tequila Bar
18. _____ bars stock and serve only (or at least predominantly) beer and beer based mixed drinks.
- A. Wine Bar
 - B. Cocktail Bar
 - C. Beer Bar
 - D. Tequila Bar
19. The term _____ is used to describe a full-services bar serving an entire range of alcoholic beverages but specialising in cocktails and mixed drinks.
- A. Wine Bar
 - B. Cocktail Bar
 - C. Beer Bar
 - D. Tequila Bar

20. Superior residential hotels often serve drinks in the lobby area. There is usually table service of drinks available even there is no bar.

- A. Foyer Bars
- B. Night Clubs
- C. Cocktail Bar
- D. Themed Bar

21. A _____ is one in which the guests invited to the event may consume beverages of any type (from what is available) and in any quantity from the function bar set-up for the event.

- A. Guest Bar
- B. Cash Bar
- C. Host Bar
- D. Pour Out Bar

22. Another form of the host bar is the Captain's bar, means

- A. Self service
- B. Butler Service
- C. Service at Bar counter
- D. Service at table

23. _____ it is also called no-host bar or a la carte bar.

- A. Guest Bar
- B. Cash Bar
- C. Host Bar
- D. Open Bar

24. The _____ system requires an accurate and detailed analysis of all sales by type and brand of drink sold, for each selling outlet.

- A. Inventory or Ounce System
- B. Potential Sales value System
- C. Par Stock System
- D. Bottle Stock System

25. A _____ define in which the market to be catered and at what level.

- A. Financial Policy
- B. Insurance Policy
- C. Catering Policy
- D. Marketing Policy

26. _____ may be defined as the guidance and regulation of the costs and revenue of operating the catering activity in hotels, restaurants, hospitals, schools, employee restaurants and other establishments.
- A. F & B Control
 - B. Cost Control
 - C. Price Control
 - D. Overall Control
27. The cost of food and beverages in the commercial sector is usually in the region of _____ of the total operating costs.
- A. 10 -25%
 - B. 25 – 45%
 - C. 45 – 55%
 - D. 45 – 65%
28. Which of the following is not the obstacles in F & B Control?
- A. The perishability of the product
 - B. The unpredictability of volume of business
 - C. The unpredictability of the menu mix
 - D. Establishment & maintenance of standards
29. Which of the following is not the objectives of F & B Control?
- A. Analysis of income & expenditure
 - B. The perishability of the product
 - C. Pricing
 - D. Establishment & maintenance of standards
30. _____ a method of controlling food and beverage costs in advance of the preparation and service stages.
- A. Forecasting
 - B. Pre-Coasting
 - C. Pro-Casting
 - D. Budgeting
31. _____ type of purchasing aims at determining the sources of supply and price of goods for stated period often of three or six months
- A. Specific period contract
 - B. Cash and carry
 - C. Weekly purchasing
 - D. Daily purchasing

32. _____ purchasing contract which aims at ensuring the continuity of supply of given quantity of an essential item at an agreed price over a particular trading period .
- A. Weekly contract
 - B. Budget contract
 - C. Quantity contract
 - D. Maintenance contract
33. This method is used when purchasing perishables foods on daily basis and when it is possible to have two or more approved suppliers.
- A. Daily purchasing
 - B. Cash and carry
 - C. Fortnight purchasing
 - D. Bulk purchasing
34. Following is one of the three criteria used for selection of supplier.
- A. Quality performance
 - B. Variety performance
 - C. Negotiation
 - D. Hygiene
35. _____ is a concise description of the quality, size , and weight required for a particular item.
- A. Purchase specification
 - B. Quantity specification
 - C. Quality specification
 - D. Price specification
36. Following document is given to supplier which contains all items to be purchased with their quantities required.
- A. Delivery note
 - B. Material list
 - C. Food list
 - D. Purchase order
37. Physical counting and measuring of stock is called as _____
- A. Counting
 - B. Inspecting
 - C. Stacking
 - D. Stocktaking

38. Value of opening stock + purchases during the period - requisitions made in the same period = (is equal to)
- Labour cost
 - Selling cost
 - Profit
 - Closing stock
39. These are provided for each individual type of beverage held in stock and record all deliveries and issues made, the cards being fixed on the shelves or racks against each beverage.
- Meat tag
 - Inventory list
 - Bin card
 - Beverage list
40. This master ledger, which is prepared in the control or accounts office, consists of cards prepared for each individual type of beverage held in stock.
- Cellar book
 - Bin card
 - Inventory card
 - Beverages Perpetual Inventory Ledger
41. The term _____ is used to cover all substandard beverages such as bottles of weeping wines, bottles of wine with faulty corks, unfit barrels of beer, etc.
- Ullages
 - Corked
 - FLR
 - Excise book
42. A _____ is the quantity of a particular food item that will be served to the customer; the quantity may be measured in terms of ounces, or a numerical quantity.
- Standard recipe
 - Standard portion
 - Standard item
 - Standard of service
43. Which is the following method of purchasing_____
- Weekly purchasing
 - Quantity purchasing
 - Quality purchasing
 - Quick purchasing
44. The main objective of receiving are _____
- The quantity of goods delivery
 - The quality of goods delivery
 - The prices stated on the delivery
 - All the above option.

45. _____ provides accurate reference to all beverages coming into the cellar.
- A. Cellar control book
 - B. Cellar inward book
 - C. Hospitality book
 - D. Daily expense book
46. The term ullage is used for_____
- A. Record of all daily deliveries
 - B. The bottles of wine with faulty corks
 - C. Type of beverage held in stock
 - D. Record all deliveries and issues made
47. It is necessary to keep record of issued drinks to kitchen and grades staff as per company policy mention in_____ book.
- A. Cellar control book
 - B. Daily expense book
 - C. Hospitality book
 - D. Reservation book
48. Which is one of the method of food control system.
- A. Unlimited food service
 - B. To determine the rate of stock turnover
 - C. Standard portion size
 - D. To identify slow-moving items
49. Series or set of menus that are repeated at set periods of time by a catering outlet known as
- A. A la carte menu
 - B. Table d hote menu
 - C. Cyclic menu
 - D. Club menu
50. The advantage of automatic beverage dispensing machines is_____
- A. To provide limited food service
 - B. To provide slow food service
 - C. To provide fast, self service with cost control
 - D. To provide novelty.

ADVANCED HOUSE KEEPING
Subject Code – USHO604C

1. Housekeeping budgeting is a main activity handled by _____.
 - a) General Manager.
 - b) Floor Supervisor.
 - c) Executive Housekeeper.
 - d) Laundry Supervisor.

2. The advantage of preparing a budget is that it provides an opportunity for taking critical look at the _____ of the department.
 - a) Expenditure
 - b) Guest satisfaction
 - c) Inventory
 - d) Planning staff roster

3. All the job positions of the employees are taken into account to get the detailed cost of _____.
 - a) Labor hours.
 - b) Salary and wages.
 - c) Contract workers
 - d) Overall cost to the department.

4. The cost of office stationery items is included in _____ expense.
 - a) Guest supplies
 - b) Miscellaneous.
 - c) Operating Supplies.
 - d) Loan items.

5. The assets that have a life span of more than two years are put under _____ budget.
 - a) Capital Budget.
 - b) Operating Budget.
 - c) Pre-opening Budget.
 - d) Fixed Budget.

6. _____ refers to the standard quantity of each inventoried item that must be on hand to support daily, routine housekeeping operations.
 - a) Minimum quantity.
 - b) Par Stock.
 - c) Safety stock.
 - d) Lead – time Quantity.

7. The contract signed with the wholesaler for the purchase of items at a specific price for a future period is called as _____.

- a) Purchase.
- b) Wholesale Buying.
- c) Contract.
- d) Stock

8. Intensive cleaning undertaken in guest rooms and public area according to a specific schedule is called _____.

- a) Monthly cleaning.
- b) Deep Cleaning.
- c) Yearly cleaning.
- d) Daily cleaning.

9. The function contracted or carried out to get rid of the pests in the hotel is budgeted as the cost of _____.

- a) Pest Control.
- b) Cleaning
- c) Inventory control
- d) Occupancy control

10. For recruiting staff the _____ department is asked for help.

- a) Front Office
- b) Back of the House
- c) Human Resources
- d) Training

11. In house Break up, the area is divided into different sections, while _____ rooms are taken into 1 section

- a) 20-25
- b) 25-30
- c) 8-10
- d) 13-15

12. Area allotted for public area attendant to clean is _____

- a) 1000 to 1500 sq. ft
- b) 2500 to 3000 sq. ft
- c) 6000 to 6500 sq. ft
- d) 8000 to 9000 sq. ft

13. Mainly storage furniture that is found in the kitchen, in the form of _____
- a) cabinets
 - b) Tables
 - c) Spline
 - d) Cantilevered
14. A _____ glass is used to keep toothbrushes and paste.
- a) Gargle
 - b) Vanity
 - c) Toiletries
 - d) Utility
15. _____ is kept behind the bathroom door
- a) DND card
 - b) Bathrobe
 - c) Hangers
 - d) Tent Card
16. Rooms across the corridor
- a) Adjoining Room
 - b) Interconnecting Room
 - c) Adjacent Room
 - d) Cabana
17. Lamps and Mirrors are _____ type of Accessories
- a) Decorative
 - b) Functional
 - c) Suitable
 - d) Built In
18. Small disks or squares affixed to the base of furniture legs to protect carpet pile
- a) Fixtures
 - b) Furniture glides
 - c) Grille
 - d) Spline
19. The safety of the employee can be ensured by following the:
- a) Mission
 - b) Snag list
 - c) Safety Rules
 - d) Vision
20. The first aid provider must not do the following:
- a) Classified
 - b) Put unclean dressing
 - c) Spotless
 - d) Safe dressing

21. To avoid guest thefts _____ precaution can be taken by the hotel:
- a) Monogram the linen
 - b) Appoint Security guard
 - c) Appoint Supervisor
 - d) No logo on the article
22. In hotels, some guests might _____. This is a common situation caused by sudden reduction in blood flow or oxygen in head due to shock, anxiety.
- a) suspicious
 - b) Faint
 - c) Fear of people
 - d) Follow the staff
23. _____ are the examples of potential Hazards in Housekeeping.
- a) Good quality sofa
 - b) Intact floors
 - c) glamorous guest bathrooms
 - d) Faulty Equipment
24. _____ is one of the items to be placed in a First Aid box.
- a) Savlon/ Dettol
 - b) used dressing
 - c) Rubber bands
 - d) A duster.
25. Class _____ Fire is caused due to burning of paper or wood.
- a) B
 - b) A
 - c) D
 - d) C

ADVANCED FRONT OFFICE

Subject Code – USHO604D

1. The total market _____ is the sum total of the number of rooms that are available in the total number of participating hotels.
 - a. Pressure
 - b. Performance
 - c. Ratio
 - d. Potential

2. Occupancy _____ as per rightful share does not necessarily give a clear and correct picture of the hotel standing in the market.
 - a. Pressure
 - b. Performance
 - c. Ratio
 - d. Potential

3. Few hotels may have a better _____ Index score even though they have not achieved their rightful share, because they have sold rooms at better/good rates resulting in an increase in room revenue.
 - a. ADR
 - b. ARR
 - c. RevPAR
 - d. RevPAC

4. The mathematical difference between the hotel's potential average single rate and potential average double rate:
 - a. Achievement factor
 - b. Rate factor
 - c. Rate spread
 - d. Net rate

5. The factor, generally approximated by dividing the actual average room rate by the potential average rate:
 - a. Achievement factor
 - b. Rate factor
 - c. Rate spread
 - d. Net rate

6. An analysis of the relationships among costs, revenue, and sales volume allowing one to determine the revenue required to cover all costs is called:
- Breakage
 - Break-even analysis
 - Costing analysis
 - Sales analysis
7. Another term for Break-even analysis is:
- Cost Profit Analysis
 - Cost-volume-profit analysis
 - Costing analysis
 - Sales analysis
8. The sales less cost of sales for either an entire operating department or for a given product; representing the amount of sales revenue that is contributed toward fixed costs and/ or profits:
- Profit margin
 - Sales margin
 - Product margin
 - contribution margin
9. The cost per occupied room is the _____ cost of selling a product that is incurred only if the room is sold.
- Variable
 - fixed
 - Overhead
 - Labor
10. The cost per occupied room is also called:
- Achievement factor
 - Rate factor
 - Marginal Cost
 - Net rate
11. The Re-issue of the passport Charges
- 1000
 - 2000
 - 2500
 - 3000
12. The following constitute a change of appearance of passport
- Kurta Pajama - Dhoti Kurta
 - Clean Shaved - Beared
 - Jeans T-Shirt
 - Covered with Mask

13. In case of Minor before issuing a passport there should be:-

- a. Medical Verification
- b. Police Verification
- c. Gender Verification
- d. Age Verification

14. An Indian can submit application form for passport in:-

- a. Speed post centers
- b. Power Administration
- c. The Counter of Passport Office
- d. Immigration Office

15. Following formalities are applicable in Re-issuing the passport:-

- a. Medical Fitness
- b. B. Mental stability certificate
- c. C. Job Status
- d. D. Expired Passport with 2 photocopies of same

16. _____ products or services made available for sale through various channels of distribution.

- a. Inventory
- b. Inventory Control
- c. Stocking Taking
- d. Distribution

17. _____ is a positive price/value relationship; a just and honest price.

- a. Price
- b. Fair Price
- c. Right Price
- d. Product Price

18. _____ is an economic term. Whenever a 1 percent change in price causes less than a 1 percent change in the quantity supplied or demanded, the elasticity calculation will result in a number less than 1. When this occurs, we say that the supply or demand is inelastic. In this case, the quantity supplied or demanded is not very sensitive to price.

- a. Inelastic
- b. Elastic
- c. Microeconomics
- d. Social Capital

19. _____ is that component of an organization's operation in which it excels or maintains an advantage over its competitors.

- a. Core Competition
- b. Strength of the Organisation
- c. Organisation Capability
- d. Competitive Advantage

20. _____ is the act of estimating, calculating, and predicting consumers' demand for products and services in the future
- Demand generator
 - Forecasting
 - Demand Forecasting
 - Demand Generator
21. _____ is the value generated by a brand.
- Brand Equity
 - Brand Value
 - Branding
 - Brand Equity
22. _____ is combining products and services to create a package.
- Bundling
 - Package
 - Cannibalization
 - Product Service Hybrid
23. Automated reservations system that take reservations for all properties within an organization.
- Reservation
 - Booking Office
 - Central reservation office
 - Central Reservation System
24. _____ is the inventory is no longer available for sale.
- Back to back
 - Sold
 - Reservation
 - Closed Out
25. _____ is a response that occurs when a facility is not able to accommodate a guest due to unavailability of product or service at that price
- Denial
 - Black Listed
 - Sold out
 - Non availability

STRATEGIC HUMAN RESOURCE MANAGEMENT
Subject Code -USHO605E

1. Which of the following lists is comprised of support activities?
 - a. Human resource management, information systems, procurement, and firm infrastructure
 - b. Customer service, information systems, technology development, and procurement
 - c. Human resource management, technology development, customer service, and procurement
 - d. Human resource management, customer service, marketing and sales, and operations
2. Although firm infrastructure is quite frequently viewed only as overhead expense, it can become a source of competitive advantage. Examples include all of the following except:
 - a. negotiating and maintaining ongoing relations with regulatory bodies
 - b. marketing expertise increasing a firm's revenues and enabling it to enter new markets.
 - c. effective information systems contributing significantly to a firm's overall cost leadership strategy.
 - d. top management providing a key role in collaborating with important customers.
3. The competencies or skills that a firm employs to transform inputs into outputs are:
 - a. tangible resources
 - b. intangible resources
 - c. organizational capabilities
 - d. reputational resources
4. An array of firm resources include interpersonal relations among managers in the firm, its culture, and its reputation with its customers and suppliers. Such competitive advantages are based upon:
 - a. physical uniqueness
 - b. path dependency
 - c. social complexity
 - d. tangible resources
5. A company's ability to meet its short-term financial obligations is measured by which of the following categories?
 - a. Liquidity ratios
 - b. Profitability ratios
 - c. Activity ratios
 - d. Leverage ratios

6. The "balanced scorecard" supplies top managers with a _____ view of the business.
 - a. long- term financial
 - b. detailed and complex
 - c. simple and routine
 - d. fast but comprehensive
7. In strategic human resource management, HR strategies are generally aligned with:
 - a. business strategy
 - b. marketing strategies
 - c. finance strategy
 - d. economic strategy
8. Which of the following is closely associated with strategic human resource management?
 - a. Efficient utilization of human resources
 - b. Attracting the best human resources
 - c. Providing the best possible training
 - d. Efficient utilization ,attracting and providing best possible training for Human Resources.
9. Treating employees as precious human resources is the basis of the approach.
 - a. hard HRM
 - b. soft HRM
 - c. medium HRM
 - d. Large HRM
10. Strategic human resource management aims to achieve competitive advantage in the market through
 - a. Price
 - b. Product
 - c. People
 - d. Process
11. Wright and Snell made important contribution to the growth of:
 - a. Strategic fit model
 - b. Strategic labour allocation process model
 - c. Business-oriented model
 - d. Business Fit Model.
12. Strategic management process usually consists of _steps
 - a. Four
 - b. Five
 - c. Six
 - d. Seven
13. One of the components of corporate level strategy is:
 - a. growth strategy¹
 - b. portfolio strategy
 - c. parenting strategy
 - d. Growth , Portfolio & Parenting Strategy.

14. Creating an environment that facilitates a continuous and two-way exchange of information between the superiors and the subordinates is the core of:
 - a. High involvement management model
 - b. High commitment management model
 - c. High performance management model
 - d. High Appreciation management model
15. Boundary crossing is an activity that
 - a. Creates internal organizational conflict between different departments as they compete to generate new practices
 - b. Occurs when organizations advance into new areas of the market
 - c. Undermines the integration of an organization through the breakdown of the departmental boundaries' focused upon achieving internal organizational integration between various organizational roles and units in order to generate creativity and synergy
16. Procedures provide for an important element of consistency in managerial?
 - a. Direction
 - b. Strategy
 - c. Recruitment
 - d. Decision-making
17. Why has the bureaucratic form of organization been fundamentally questioned?
 - a. The pressures of globalization have rendered it unsuitable.
 - b. Organizations are experiencing acute pressure to change and pursue innovation as a means of securing business growth.
 - c. Organizations have grown so large that it is almost impossible to create an effective bureaucracy to manage them.
 - d. Information Technology has made it redundant.
18. Who famously adopted Taylor's Scientific Management approach?
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19. The most pertinent criticism of the empowerment concept concerns
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20. One of the following attributes of potential employees is of heightened interest to employers when recruiting. Which one is it?
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 - b. The candidate's ability to deal with customers
 - c. The candidate's ability to prepare for and cope with an uncertain future
 - d. The candidate's organizational abilities

- 21 Which activities are not associated with workforce planning?
- Forward planning reviewing internal and external labour supply
 - Assessing capability of workforce to develop any requisite skills
 - Time keeping
 - Identifying areas where recruitment will be needed
- 22 What do rational processes to recruitment and selection typically ignore?
- Labour market demand
 - Wages
 - The time it takes to get to work
 - The use of power and micropolitics by managers
- 23 Which is the most popular method of recruiting applicants to jobs?
- Radio and TV advertisement
 - Corporate website
 - Employee referral schemes
 - Commercial job boards
- 24 Which selection method remains the most used by organizations?
- Interviews
 - Ability tests
 - References
 - A trial period
- 25 Which items below are 'forms of perceptual errors made during the selection process?
- Like-me judgements
 - candidate's time-keeping
 - The interview setting
 - Attire

SERVICES MARKETING
Subject Code – USHO605C

1. _____ is about employee's skills in serving the client
 - a. Internal marketing
 - b. External marketing
 - c. Interactive marketing
 - d. Advertising

2. Fixing a right price for services offered is difficult because of
 - a. Intangibility.
 - b. Perishability.
 - c. Heterogeneity.
 - d. Inseparability.

3. Minimizing the amount of role conflict and role ambiguity experienced by employees will help reduce the size of this gap is known as.....
 - a. Delivery gap.
 - b. Knowledge gap.
 - c. Standards gap
 - d. Communications gap

4. Customers ultimately determine the services by.....
 - a. The levels of marketing effectiveness and operational efficiency
 - b. The type of competitors.
 - c. The cycle of fluctuations
 - d. The price of the competitors.

5. Competitor intelligence should be gathered
 - a. Continuously
 - b. Once a year.
 - c. Twice a year.
 - d. When competition is more.

6. In behavioral segmentation, population is divided on the basis of their behavior, usage and _____.
 - a. Decision making pattern
 - b. Choices
 - c. Needs
 - d. Demanding behavior

7. Geographic segmentation divides market based on elements of geography like:

- a. Location
- b. Gender
- c. Education
- d. Skilled

8. When starting out a business two things are scarce:

- a. Time and resources
- b. Demand and supply
- c. Money and ideas
- d. Plan and initiatives

9. In positioning, the marketing department creates an image for the product based on its intended _____.

- a. Audience
- b. Position
- c. Plan
- d. Budget

10. It's to improve service chain by organization and analyzing data according to six S's i.e Specification, staff ,space, system, support, style .

- a. Service Encounter Analysis
- b. Service Performance
- c. Service Standard
- d. Service Gap

11. A room at Four Seasons Toronto, a dining experience at Wasabi or Golden Dragon is an example of -----.

- a. Hospitality product
- b. Pricing strategy
- c. Distribution
- d. Promotion

12. Hospitality products include tangible components and ----- components.

- a. Intangible
- b. Quality
- c. Superior
- d. Solid

13. It is an example of a core product.

- a. Food
- b. Augmented product
- c. Buffet counter
- d. Parking lot

14. Rest and sleep are examples of which level of product?

- a. Core product
- b. Secondary product
- c. Hospitality product
- d. Marketing product

15. It is an example of facilitating product.

- a. Comfortable bed of a hotel room
- b. Power nap
- c. Rest
- d. Sleep

17. They add value to the core product.

- a. Supporting product
- b. Décor
- c. Ambience
- d. Aroma of food

18. Certain elements combine with the core, facilitating and supporting products to provide augmented product and the result is -----.

- a. Customer delight
- b. Guest leaving the hotel premises
- c. Guest getting annoyed
- d. Rise in occupancy

19. A core product provides -----.

- a. Focus for business
- b. Facilities
- c. Amenities
- d. Guest assistance

20. _____ is an approach where companies will set low initial prices to penetrate the market quickly and deeply, attracting many buyers and winning a large market share.

- a. Market Penetration Strategy
- b. Market Skimming Strategy
- c. Export Pricing
- d. Loss leader

21. The money or other considerations exchanged for the ownership or use of a good or service is known as:

- a. Price
- b. Cost
- c. Exchange
- d. Value orientation

22. The practice of exchanging goods and services for other goods and services rather than money is called: border exchanges

- a. Barter
- b. Theft
- c. Black marketing
- d. Lend lease

23. Transporting and storing goods is part of which of the following marketing channel functions?

- a. Physical distribution
- b. Negotiation
- c. Contact
- d. Matching

24. Who sells to the customers?

- a. Retailer
- b. Semi wholesalers
- c. Wholesalers
- d. Distributor

25. _____ is a layer of intermediaries that performs some work in bringing the product and its ownership closer to the buyer.

- a. Channel level
- b. Direct marketing channel
- c. Indirect marketing channel
- d. Channel switching system

26. Independent firms at different channel levels integrate their programs on a contractual basis to achieve systemic economies and increased market impact are known as.....

- a. Contractual vertical marketing systems
- b. Corporate vertical marketing systems
- c. Administered vertical
- d. Corporate horizontal marketing systems

27. _____ is a marketing channel that has no intermediary levels.

- a. Direct marketing channel
- b. Indirect marketing channel
- c. Forward channel
- d. Hybrid channel

28. _____ are given to the potential customers as well as employees to encourage the purchase or sale of a product or service, like displays, free samples, coupons, bonuses etc.

- a. Incentives
- b. Public Relations
- c. Personal Selling
- d. Direct Marketing

29. _____ refers to continuous and consistent communication of organization, its products, services, policies, etc. to its immediate customers as well as stake holders.

- a. Public Relations
- b. Indirect Communication
- c. Direct Communication
- d. Internal Marketing

30. _____ involves direct communication with the targeted individual customers to obtain immediate response and cultivate lasting customer relationships.

- a. Direct Marketing
- b. Target Marketing
- c. Personal Selling
- d. Customer relationship management

31. At a reception counter of a hotel, guests who are checking in or checking out provide relevant details to the hotel staff. What does this indicate?

- a. The guest is participating in the service procedure
- b. The guest is very angry with the hotel staff
- c. The guest is very impatient
- d. The guest is just doing time pass

32. How do customers contribute for the betterment of service?

- a. By giving feedback on service
- b. By ordering a meal
- c. By booking a room
- d. By using the hotel gym

33. Due to the increased hostile environment and terrorism in the world today, guests of tomorrow will expect from the hotels more of?

- a) Security
- b) Fun & frolic
- c) Gym facilities
- d) Spa facilities

34. Purchasing a luxury car like BMW is influenced by the purchasing factor of?

- a) Status
- b) Education
- c) Convenience
- d) Spirituality

35. Non-consumption of a certain type of meat in a country is influenced by which factor of that particular nation?

- a) Religious Subculture
- b) Family
- c) Role & status
- d) Referral Groups

Strategic Human Resource Management
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 - The candidate's ability to prepare for and cope with an uncertain future
 - The candidate's organizational abilities
- 21 . Selection is concerned with:
- The activity to select a suitable pool of candidates.
 - Always being stimulated by the departure of an employee.
 - Always ascertaining a candidate's personality to ensure a suitable fit.
 - Applying appropriate techniques and methods to select a candidate.

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