

ICSE 2024 EXAMINATION
SPECIMEN QUESTION PAPER
HOSPITALITY MANAGEMENT

Maximum Marks: 100

Time allowed: Two hours

Answers to this Paper must be written on the paper provided separately.

*You will **not** be allowed to write during the first 15 minutes.*

This time is to be spent in reading the question paper.

The time given at the head of this Paper is the time allowed for writing the answers.

*Attempt **all** questions from **Section A** and **any four** questions from **Section B**.*

The intended marks for questions or parts of questions are given in brackets [].

SECTION A

*(Attempt **all** questions from this Section.)*

Question 1

Choose the correct answers to the questions from the given options. [20]

(Do not copy the question, write the correct answers only.)

- (i) English phrases used in operational areas of Hospitality should be:
- (a) simple, clear and professional
 - (b) formal and polite
 - (c) friendly and welcoming
 - (d) all of the above
- (ii) What is true about personal grooming?
- (a) It has no relation with personality of employee.
 - (b) It is a combination of style and discipline.
 - (c) It does not project ethics to guests.
 - (d) It is not an image of the organization's culture.

- (iii) Why is positive body language important for a hospitality personnel?
- (a) It displays authority.
 - (b) It can break deals, even leading to loss of network for people.
 - (c) It helps us to be open to other people and be approachable.
 - (d) It creates discomfort and likeability issues.
- (iv) It is easy to train someone to do a job, but it's very hard to train someone with poor attitude to be highly motivated. Example of positive attitude is:
- (a) not listening to instructions from leaders.
 - (b) communication barrier.
 - (c) enthusiastic, cheerful and generous outlook.
 - (d) not a team player.
- (v) The customary code of polite behaviour in Hospitality.
- (a) Friendliness
 - (b) Attitude
 - (c) Confidence
 - (d) Etiquette
- (vi) What is 'the principles of etiquette'?
- (a) consideration, respect, and honesty
 - (b) knowledge of hospitality
 - (c) professional attitude
 - (d) meeting and greeting
- (vii) Choose the correct combination, which best fits our neighbouring country with good tourism products to offer:
- (a) Colombo and Taka
 - (b) Yuan and Beijing
 - (c) Kathmandu and Dollar
 - (d) Dhaka and Rupee

- (viii) Advantage of confidence building for a hospitality personnel is:
- (a) Capable of scoring better results in exams.
 - (b) Can travel abroad frequently.
 - (c) More beneficial and enjoyable interactions with others.
 - (d) Greater stress and sleep disorders.
- (ix) Components of tourism are:
- (a) Attraction, Aerial, Accessibility and Allowance.
 - (b) Inbound travel, Accommodation, Accessibility and Outbound.
 - (c) Attraction, Accommodation, Accessibility and Amenities.
 - (d) Attraction, Accommodation, Activities and Accordance.
- (x) Boarding and lodging also boosts tourism and contributes to the economy. This is described as:
- (a) Accommodation
 - (b) Accessibility
 - (c) Attraction
 - (d) Amenities
- (xi) Education tourism is:
- (a) Permanent shift of place for studies.
 - (b) A year contract of learning.
 - (c) Earning while learning.
 - (d) Travel for higher education.
- (xii) This department is the direct delegate to link the work and report the consequence to other departments.
- (a) Food and beverage
 - (b) Finance
 - (c) Front office
 - (d) Sales and marketing

- (xiii) Food Production department comprises of:
- (a) banquet kitchen, soup section, pantry and baking section.
 - (b) confectionary section only.
 - (c) only main kitchen.
 - (d) bar and pastry section.
- (xiv) A new concept in hospitality accommodation that claims to work for environment protection and preservation. Identify the type of accommodation:
- (a) Unclassified hotel
 - (b) Budget hotel
 - (c) Sustainable hotel
 - (d) Ecotel
- (xv) Road, Rail, Air, Water are all means of transportation which links flow of tourists and are called:
- (a) Accessibility
 - (b) Amenities
 - (c) Aerial
 - (d) Adventure
- (xvi) Radha wanted to apply for a post in a hotel. It was the position of direct contact with customers, a nerve centre, dynamic zone near the lobby and foyer area . Although the customer service and hospitality skills required were very basic but the job description had many challenges.
- Identify the department we are talking about.
- (a) Front office
 - (b) Finance and accounts
 - (c) Security
 - (d) Sales and marketing

(xvii) Identify the kitchen equipment shown.

- (a) Pie iron
- (b) Kitchen stove
- (c) Griller
- (d) Microwave oven



(xviii) The term “security” in hotels has several types like:

- (a) Physical aspects.
- (b) Security of systems.
- (c) Security of persons.
- (d) All the above.

(xix) While selecting kitchen equipment, following should not be considered-

- (a) Trade name, good quality, price.
- (b) Simple design and ease of cleanliness.
- (c) Capacity and purpose.
- (d) Fancy looks.

(xx) ASSERTION: Tourism and Hospitality management are both dependant on one another.

REASON: Hospitality is a field that focuses on providing accommodations to visitors while tourism is focused on providing quality attractions and events in order to entice tourists to come.

- (a) Both assertion and reason are true and reason is the correct explanation of the assertion
- (b) Both assertion and reason are true but reason is not the correct explanation of the assertion
- (c) Assertion is true but reason is false
- (d) Assertion is false but reason is true

SECTION B

(Answer **any four** questions from this Section.)

Question 2

- (i) A hotel may fit into more than one category. This may be a deliberate policy in order to appeal to a wider market, to encourage greater and even pattern of occupancy. Discuss the various classifications of hotels. [5]
- (ii) Name and explain the components in the different Food groups. [5]
- (iii) Explain the use of *any two* kitchen equipment. [5]
- (iv) Explain the role of FSSAI in Food hygiene. [5]

Question 3

- (i) What are the advantages of 'being professional' in the hospitality industry? [5]
- (ii) Mention the names and uses of *any five* types of crockery. [5]
- (iii) Differentiate between single and double occupancy rooms. [5]
- (iv) Define suites. [5]

Question 4

- (i) The quality of service staff Mr. Hedge in the hotel reflects the quality of the establishment itself. As Food and Beverage personnel, what attributes should he possess not to antagonize customers? [5]
- (ii) Sita must learn the etiquette and style of fancy dinner, how to hold and use cutlery at home, especially in front of guests. Name and explain the uses of *any five* types of cutlery she can use. [5]
- (iii) Explain *any one* type of napkin fold in reference to its usage for different occasions, material and colour used. [5]
- (iv) What are Eco hotels? [5]

Question 5

- (i) State the need for proper personal grooming. [5]
- (ii) Discuss the term 'Laundry services' as provided by the hotels. [5]

- (iii) Define meal planning and label reading. [5]
- (iv) Draw out a comparison between home and hotels with respect to fire and electricity safety and security measures adopted by both. [5]

Question 6

- (i) What do you understand by accessibility as a component of Tourism? [5]
- (ii) Give *any five* uses of napkins used for table decoration in hotels. [5]
- (iii) Explain *any five* ways used by hotels for security of systems and assets in their premises. [5]
- (iv) The 2020's started with a major blow to the tourism and hospitality industry worldwide, with the Covid 19 pandemic causing a widespread economic and social upheaval. Many hoteliers found themselves shocked by the sudden turn of events and unable to decide what the right steps would be to start their business again and make a profit. But the sales strategy of Atrium Ambiance and Boston beach boutique hotels in Crete (island, Greece) was different. The customer centric sales approach was enough to boost sales even higher than previous years. [5]

In light of the above context, answer the following questions:

- (a) Name *any one* revenue generating techniques hotels might have adopted.
- (b) What is marketing according to the modern scenario faced by hotels then?
- (c) Identify the department hinted above.
- (d) Why is marketing important for the hospitality industry?

Question 7

- (i) What do you understand by Tourism related to religion? Explain with examples. [5]
- (ii) What is the role of the HR department in the functioning of a hotel? [5]
- (iii) Why is food hygiene important in the hospitality sector? [5]
- (iv) What is the importance of etiquette for Hospitality? [5]