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Roll No.

Total No. of Questions : 14+23]

[Total No. of Printed Pages : 8

12thARM(SZ)JKUT2024
1154
TOURISM AND HOSPITALITY
(Customer Service/Food and Beverage)
(Vocational)

Time : 2½ Hours]

[Maximum Marks : 50

CUSTOMER SERVICE

(LONG ANSWER TYPE QUESTIONS)

5 each

✎ Define Listening. Describe various ways to overcome the barriers to
Active Listening.

Or

What do you understand by Self-Motivation ? Explain various ways
to maintain positive attitude.

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Turn Over

2. Define Telephone Etiquettes. What are the various precautions to be taken while dealing with the guest ?

Or

Explain hospitality and its goals.

3. What do you mean by feedback cycle ? How to deal with the negative feedback ?

Or

Explain the following :

- (i) Customer profile
- (ii) Customer reviews

(SHORT ANSWER TYPE QUESTIONS-II)

3 each

4. How do you handle complaints of guests in a hotel ?
5. What are the various qualities of a successful entrepreneur ?
6. What kind of facilities should be available at workplace for a female colleague ?

7. Why should work area be cleaned regularly ?
8. Describe the role of English language in hospitality industry.

(SHORT ANSWER TYPE QUESTIONS-I)

2 each

9. What do you mean by Customer Retention ?
10. Write any two standard safety procedures for handling sharp tools.
11. Describe briefly the importance of reporting personal health issues.
12. Enlist any two procedures for handling P.P.E.
13. Define Spreadsheet.

(VERY SHORT ANSWER TYPE QUESTIONS)

1 each

14. (i) Directing behaviour towards certain motive or goal is the essence of
- (A) Motivation
- (B) Activity
- (C) Vocabulary
- (D) All of these

- (ii) Qualities of a successful entrepreneur are :
- (A) Confident and Patient
 - (B) Creative and Hard Worker
 - (C) Both (A) and (B)
 - (D) None of these
- (iii) Which of the following factors is most important to measure customer satisfaction ?
- (A) Customer Satisfaction Score
 - (B) Post-Service Customer Survey
 - (C) Feedback
 - (D) All of these
- (iv) Recreational facilities for children includes :
- (A) Kids Park
 - (B) Game Station
 - (C) Cycle Racing
 - (D) All of these

- (v) Grooming means the things that you do to make your appearance clean and neat. (True/False)
- (vi) Business that prepares food for guests are :
- (A) Travel
 - (B) Housekeeping
 - (C) Food and Beverage department
 - (D) None of these
- (vii) Customer centricity means :
- (A) Understanding customer needs
 - (B) Prioritizing the needs and preferences of customer
 - (C) Providing excellent services to the customer
 - (D) All of these <https://www.jkboseonline.com>
- (viii) Use of customer feedback is to :
- (A) Enhance service quality
 - (B) Resolve issues promptly
 - (C) Both (A) and (B)
 - (D) . None of these
- (ix) P.P.E. stands for
- (x) Define F & B.

FOOD AND BEVERAGE

(LONG ANSWER TYPE QUESTIONS)

5 each

1. What is Active Listening ? Write down how to overcome the barriers to active listening.

Or

What is Motivation ? Describe its types.

2. Describe the role of effective communication in greeting the guests.

Or

How does good behaviour and manners assure guest satisfaction ?
Elaborate.

3. Describe how to maintain good and neat appearance before the guests.

Or

Write down the workplace hazards and its preventions.

(SHORT ANSWER TYPE QUESTIONS)

3 each

4. Define Spreadsheet. Write down its types.
5. Enlist the type of problems faced by the customer.
6. Enlist the procedure while talking to the guest.
7. How to get the customer satisfaction ?
8. How can a multi-tasking employee improve productivity in a hotel ?

(VERY SHORT ANSWER TYPE QUESTIONS) 2 each

9. Write down the qualities of a successful entrepreneur.
10. Write down the importance of effective communication.
11. Define image building in an organisation.
12. What do you understand by Multi-tasking ?
13. What is workplace hazards ?

(DO AS DIRECTED) 1 each

14. He is good person. Identify the 'adjective' :

- (A) He
- (B) Is
- (C) Good
- (D) Person

15. Which software is used to make a presentation ?

- (A) MS Word
- (B) MS PowerPoint
- (C) MS Excel
- (D) MS Paint

16. Define Hospitality.

17. Who is a Customer ?

18. Etiquettes means bad manners.

(True/False)

19. Full form of PPE

20. is associated with grooming.
- (A) Personal appearance
 - (B) Personal hygiene
 - (C) Dress professionally
 - (D) All of these
21. Full form of CPR
- (A) Cardiopulmonary resuscitation
 - (B) Cardioplastic procedure
 - (C) Cardioplastic points
 - (D) All of these
22. SOP means
- (A) Standard Operating Procedure
 - (B) System Operating Parts
 - (C) Standard Operational Points
 - (D) All of these
23. Full form of F & B

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