

MID-WESTERN UNIVERSITY
EXAMINATION MANAGEMENT OFFICE
MAKE-UP EXAMINATION 2020
BACHELOR OF TRAVEL AND TOURISM MANAGEMENT (BTTM)
SEMESTER - I

Roll. No.....

Subject: English
Full Marks: 100

Course Code: BTTM 314
Time: 3 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)

Circle the best answers.

- Q1. The source of the story Yudhisthira's Wisdom is _____.
- a. Ramayana
b. Garud Purana
c. Upanisad
d. None of them
- Q2. If not higher is _____.
- a. A fairytale
b. A story written by IL Peretz
c. A chapter from Talmud
d. None of these
- Q3. Richard P Feynman did his undergraduate from _____.
- a. Princeton
b. MIT
c. Harvard
d. Cornell
- Q4. Don't Cut Down Trees, Brother Woodcutter was written by _____.
- a. Madhav Prasad Ghimire
b. Laxmi Prasad Devkota
c. Lekhnath Paudel
d. None of these
- Q5. Stopping by Woods on a Snowy Evening was written by _____.
- a. Rabindranath Tagore
b. Robert Frost
c. Balkrishna Sama
d. None of these
- Q6. The brave little parrot was the incarnation of _____.
- a. Lord Bishnu
b. Shiva
c. Indra
d. None of them
- Q7. What is the acronym of AAP _____?
- a. American Association of Pediatrics
b. American Academy of Pediatrics
c. American TV Academy
d. American TV Association
- Q8. Arranging a marriage in India was written by _____.
- a. Moti Nissani
b. Chinua Achebe
c. Shreedhar Lohani
d. None of them
- Q9. Which is the adjective in the following sentence: I love her friendly nature?
- a. love
b. her
c. friendly
d. nature
- Q10. Sarina, do you _____ ghost?
- a. believe at
b. believe in
c. believe to
d. believe to
- Q11. He remains a great leader _____ age and infirmity.
- a. despite of
b. despite
c. because
d. in spite
- Q12. _____ there is a small cabin to stay in.
- a. At the ski resort
b. On our way to the park
c. During the hiking trip
d. All of the above will work
- Q13. He arrived _____ the airport _____ time for the plane.
- a. at, in
b. in, in
c. at, on
d. on, at
- Q14. Annapurna is _____.
- a. One of the tallest mountain
b. Tallest mountains
c. One of the tallest mountains
d. The tallest mountains
- Q15. _____ many times every winter in Kalinchowk.
- a. It snows
b. It snowed
c. It is snowing
d. It is snow



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SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any **EIGHT** questions:

- Q1. Explain the significance of the poem 'Stopping by Woods on a Snowy Evening' in a short paragraph. [5]
- Q2. "Righteousness and truth are a man's only weapon and protection." Explain briefly. [5]
- Q3. What are the 'simple rules' of keeping errors at bay? [5]
- Q4. What are the benefits of an arranged marriage, as discussed in 'Arranging a marriage in India'? [5]
- Q5. Summarize the plot of Telegram on the Table. [5]
- Q6. What does Salman Rushdie mean when he says that "defiance is an inevitable and essential aspect of what we call freedom"? Do you agree with him? [5]
- Q7. How do you feel about the strange title of Feynman's essay? Do you think it captures the point Feynman is trying to make about life and education? [5]
- Q8. Why did Elaine strive so hard to become a cheerleader? What were the benefits of having accomplished this goal? [5]
- Q9. In the poem 'Where the Mind is Without Fear', what changes does the poet desire for his country? [5]
- Q10. Write short notes on: [2.5+2.5]
- a. Wretched Stone
- b. New Year

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any **THREE** questions:

- Q11. Do you see any similarity/similarities between the efforts made by little parrot in 'The Brave Little Parrot' and the environment activist Greta Thunberg to fight against global warming? Illustrate. [10]
- Q12. Is marriage a private affair in your own case? Write a short essay on practice of marriage in your own community. [10]
- Q13. Discuss your views about going to university: Do you agree/disagree with the writer? Why? Is he overselling, underselling, or providing a balanced view of, higher education? [10]
- Q14. Do you believe that one can communicate with dead? Taking references from 'Life is Sweet at Kumansenu' write a short essay on how dead people are regarded or revered in your own culture. [10]
- Q15. Ariel Gore states that TV can be a good parent. Do you agree? Why? What are other advantages (if you agree) or disadvantages (if you do not agree) of watching television? [10]

SECTION D: CASE STUDY (3 × 5 = 15 MARKS)

Q16. Read a case given below and answer the following questions:

Nepali tourism has oriented itself towards serving the Indians and the Chinese, with the largest outbound tourists. And why not? Citizens of the two countries made up nearly 35 percent of all tourists in Nepal in 2019, a number that was expected to grow during Visit Nepal Year (VNY) 2020.

At the same time, such dependence also reveals a critical flaw in the existent tourism model, most prominently highlighted by the novel coronavirus's (2019-nCoV) impact on international travel. China has suspended all outbound group tour packages, and reports suggest 40 percent of all hotel bookings by Chinese tourists have been cancelled already. Flights to and from China have already been cancelled, and the land borders have been closed too. Although we don't yet know the full impact of the 2019-nCoV on VNY 2020, it has affected arrivals from other countries too. And while the 2003 SARS epidemic 'accounted for a drop in international tourist arrivals of almost 9.4 million and a loss of between US\$30 billion and \$50 billion', the impact of nCoV could be higher, as China was a much smaller market, both for inbound and outbound travellers, at the time. It is difficult to see VNY 2020 meet its target of 2 million visitors, already an ambitious figure, but also weighed down by a traditional mindset that has budgeted for a programme more suited to the establishment's needs than ground reality and travellers' expectations. A stark example was the highly insensitive VNY rally in Sydney in January, at a time when Australia was being ravaged by massive bushfires.

Let's be honest: travelling inside Nepal can be a pain, with its limited connectivity, bad roads, shoddy bus services, airport delays, and hotel quality. The destinations are worth the effort, but destinations by themselves do not make a tour package. Perhaps it was part of the charm in days gone by—to go to a place without roads, without hotels and without phones—and Nepal served the purpose. But that is not adequate today. (Source: Amish Raj Muimi, *The Kathmandu Post*)

Questions:

- a. Do you think the corona virus outbreak is the only problem VNY is suffering from? [5]
- b. What does the author mean by 'traditional mindset'? What do you think we should have done to make VNY a success? [5]
- c. What makes travelling inside Nepal a pain according to the author? [5]

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
MAKE-UP EXAMINATION 2020
BACHELOR OF TRAVEL AND TOURISM MANAGEMENT (BTM)
SEMESTER – I

Roll.No.....

Subject: Principles of Marketing
Full Marks: 100

Course Code: BTM 315
Time: 3:00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)

Tick the best answers.

1. Volume of organizational buying is determined by:
 - a. Desire of the organizational buyer
 - b. Demand obtained from the market
 - c. Organizational capacity
 - d. None of the above
2. Today, marketing must be understood in a new sense that can be characterized as:
 - a. Get there first with the most.
 - b. Management of youth demand
 - c. Satisfying customer needs
 - d. Telling and selling
3. Buyers who purchase product for immediate consumption is known as:
 - a. Individual consumer
 - b. Industrial customer
 - c. Regular customer
 - d. All of the above
4. Product specification is the stage of:
 - a. Consumer buying process
 - b. Organizational buying process
 - c. Outdoor sales person
 - d. All of the above
5. Trade promotion is the method of:
 - a. Promotion
 - b. Sales promotion
 - c. Personal selling
 - d. None of the above
6. Which one of the followings concepts is not a type of marketing concept?
 - a. The production concept
 - b. The selling concept
 - c. The societal marketing concept
 - d. The supplier concept
8. Which one of the followings environments is included in external environment?
 - a. Organizational objectives
 - b. Organizational culture
 - c. Political environment
 - d. None of the above
9. Which of the following components is not included in component of MKIS?
 - a. Marketing intelligence system
 - b. Internal record system
 - c. Decision support system
 - d. Purchasing system
10. Monetary policy determines:
 - a. The spread rate and interest rate
 - b. Tax
 - c. Commercial policy
 - d. None of the above
11. Which one of the followings concepts of marketing describes the requirement production volume in marketing?
 - a. The production concept
 - b. The selling concept
 - c. The product concept
 - d. None of the above
12. Which one of the followings components provides opportunity and threat for marketing?
 - a. Political environment
 - b. Legal environment
 - c. Social environment
 - d. All of the above
13. Which one of the followings mixes is not mentioned in marketing mix?
 - a. Product
 - b. Price
 - c. Place
 - d. Purchase
14. Line extension strategy is the strategy of:
 - a. Branding
 - b. Packaging
 - c. Labeling
 - d. All of the above
15. Marketing research is the components of:
 - a. Market segmentation
 - b. Marketing information system
 - c. Buyer behavior
 - d. All of the above



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SEMESTER – I

Subject: Principles of Marketing

Course Code: BTTM 315

Full Marks: 100

Time: 3:00 Hours

You are required to answer in your own words as far as applicable. The figures in the margin indicate full marks.

SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any **EIGHT** questions:

- Q1. What are the methods of direct marketing? Explain. [5]
Q2. What is branding? Explain the types of brand. [2+3]
Q3. Why is pricing important for the product? [5]
Q4. Explain the marketing challenges in the 21st century. [5]
Q5. Explain the new marketing concept of marketing. [5]
Q6. Explain the consumer buying process. [5]
Q7. Explain the process of market segmentation. [5]
Q8. Explain the functions of packaging. [5]
Q9. Explain the levels of product. [5]
Q10. Discuss the channel of distribution for consumer products. [5]

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any **THREE** questions:

- Q11. Why are different business organizations focusing on sales promotion? [10]
Q12. Define product. Explain the different strategies of product life cycle. [3+7]
Q13. Explain the consumer buying behavior that affects buying decision. [10]
Q14. Explain the new product development process. [10]
Q15. Define market segmentation. Explain the segmentation variables for industrial markets [3+7]

SECTION D: CASE STUDY (15 MARKS)

Q16. Read a case given below and answer the following questions:

In a market dominated by established brands that promised relief from headache, body ache and cold, Zandu Realty Limited an international pharmaceutical company launched its brand Zandu as a balm for relieving headache, body ache, cold that trouble people. Subsequently, the company, based on consumer research, repositioned the brand as the "pain reliever" that addresses a problem which housewives frequently encounter. The brand communicated pain relieving promise of 'ZANDU BALM- Peeda hari balm' (one minute massage of zandu) in advertisements that go with the tag line "Ek Balm Teen Kaam" meaning from used for pain to relief.

Similar changes were evident in cosmetic market. With a changing attitude of men toward what is considered as "good looks", the men's cosmetic market in South Asia is currently in a growth phase. This growth is largely spurred by the launch of a skin-lightening product, positioned as a fairness cream, specifically targeted at men. Market research indicated that many men use fairness creams targeted for women, led by Hindustan Unilever's Fair and Lovely. In order to utilize this latent need, L'Oréal launched the Garnier Men Power White Moisturiser cream in India. In a recent advertisement for the brand, the well-known Bollywood actor John Abraham suggests a young man to start using the brand to save from dullness,

harsh sunrays, pollution attacks, 8 hours protection and skin brightness. Communications of this nature have evoked criticisms from some sections of society arguing that skin-lightening products for men as well as women reinforce the social prejudice that fairness of skin implies better looks and greater success in personal and professional life. Notwithstanding such objections, this market is growing by over 10% per annum.

Questions:

- a. What does pain reliever refer to? Why so? [5]
- b. Do you think 'Fair and Lovely and Garnier Men Power White Moisturiser' are two distinct products? Write your answer with supportive facts in this case. [5]
- c. About what changing attitude of men did you observe in the given case? [5]



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MAKE-UP EXAMINATION 2020
BACHELOR OF TRAVEL AND TOURISM MANAGEMENT (BTTM)
SEMESTER - I

R.No.

Subject: Travel Service Operation Management -I
Full Marks: 100

Course Code: BTTM 316
Time: 3:00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) // (TIME: 15 MINUTES)

Tick the best answers.

- Q1. Thomas cook organized tour in 1841 for the first time for.....number of people.
a. 575
b. 570
c. 750
d. 507
- Q2. International tourism does not include those travelling:
a. Within their own country
b. Outside their country
c. To overseas island
d. On overseas cruises
- Q3. Which one of the followings is considered as adventure tourism activity?
a. Shopping
b. City tour
c. Hiking
d. Conference and exhibition
- Q4. The types of itineraries are:
a. Tailor made
b. Factory made
c. Ready made
d. a & c
- Q5. Which one of the followings is not for commercial purpose?
a. Difficult
b. Grade 6
c. Grade 1
d. Strenuous
- Q6. Which is not the type of altitude sickness?
a. AMS
b. HACE
c. HAPE
d. ASM
- Q7. Which one of the followings options is not organized by trekking agencies but self-arranged by the trekkers?
a. Camping trek
b. Back pack trek
c. Teahouse Trek
d. Hiking
- Q8. Mt. Cho Oyo lies in
a. Mahalangur range
b. Langtang range
c. Annapurna range
d. Gaurishankar range
- Q9. The first commercial trip of rafting in the rivers of Nepal started first in Year:
a. 1978
b. 1947
c. 1974
d. 1980
- Q10. There areclasses of river according to rapids for rafting
a. Five
b. Four
c. Three
d. Six
- Q11. Adventure sport Zip Flyer is considered as:
a. Land based activity
b. Water based activity
c. Air based activity
d. None of above
- Q12. Inter-continental tourism embraces:
a. Air transport
b. Rail transport
c. Land transport
d. Water transport

Q13. Which of the following is not a visa type?

- a. Immigrant Visa
- b. E-visa

- c. Travel document
- d. Resident card

Q14. The prime responsibility of clearing customs for the baggage goes to

- a. Passenger
- b. Airlines

- c. Tour agent
- d. Tour guide

Q15. Upon arrival of a guest, tour officer should focus on

- a. Welcoming the guest
- b. Checking baggage piece and count
- c. Coordinating with vehicle staff
- d. All of above



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MAKE-UP EXAMINATION 2020
BACHELOR OF TRAVEL AND TOURISM MANAGEMENT (BTM)
SEMESTER - 1

Subject: Travel Service Operation Management - I
Full Marks: 100

Course Code: BTM 316
Time: 3:00 Hours

You are required to answer in your own words as far as applicable. The figures in the margin indicate full marks.

SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any **EIGHT** questions:

- Q1. Write about the growth and current status of tourism of Nepal. [5]
Q2. What is meant by Tour Itinerary? Explain the various types of itinerary. [2+3]
Q3. What do you mean by trekking? List out various trekking regions of Nepal and explain any four of them. [1+4]
Q4. How does mountaineering and expedition in Nepal add greater prospect for tourism in Nepal? [5]
Q5. What are the functions and duties of liaison officer in mountaineering and expedition in Nepal? [5]
Q6. What are the duties and responsibilities of River guide while conducting rafting in Nepal? [5]
Q7. "Mountain flight experience in Nepal is the life time experience for the Mountain lovers." Do you agree to the statement? Put forward the points for agreement or disagreement about the statement. [5]
Q8. What are the various types of vehicles used for tourism transport in land transportation? [5]
Q9. Define passport. What are various types of passports? [1+4]
Q10. What do you mean by airport departure procedure? What are the things required to be done before departure? [1+4]

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any **THREE** questions:

- Q11. Explain the procedure of travel agency registration in Nepal. [10]
Q12. What is travel agency? How travel industry works? [4+6]
Q13. Write about the types of trekking and grades of trekking. [5+5]
Q14. Nepal is considered as the paradise for rafting. Explain and elaborate the proclamation by referring various rafting rivers and its grades along with seasonality and other supportive factors. [10]
Q15. What are the various types of passport, visa and other documents used for international travel? Also write about other frontier formalities and procedures. [7+3]

SECTION D: CASE STUDY (15 MARKS)

Q16. Read a case given below and answer the following questions:

Kathmandu Airport often appears in traveler's top ten lists of worst airports. With constant delays, long queues, bored and impatient staff and poor cleaning standards, Arriving into Kathmandu is simply a matter of getting out as quick as possible. Before the earthquake, Immigration was a nightmare as the officers were very slow and unprepared. Today, the new system is much faster for foreigners. Simply fill out your arrival card. More importantly, head over to the bank queue, declare the number of days you wish to stay and make your payment in US dollars. Then, considering that you have your arrival card, Make your way to the immigration desk. State the necessary information to the officer, hand over your bank receipt and receive your visa. Then go and get your bags and get out. Please mind the random bits of cargo lying around the baggage area. You must show your baggage receipt to the security staff as you exit. Lastly, a policeman will be blowing his whistle very loudly at the exit and harass passengers hanging around, so get into the car park quickly. Despite this Kathmandu airport is a great place for opening or leaving experience of the third world, and after you know what to do, you find it to be not so bad after all.

For Departure: Clear Check-In and Immigration as soon as possible. This may take a very long time, as queues tend to be obnoxious. After Immigration, do not clear Security immediately, instead find something to eat or buy. Perhaps the best solution is to go upstairs to the airport restaurant, which is run by the Radisson hotel. It is a cool, air-conditioned room and the staffs do not mind you hanging around and getting free water. Go through security at least an hour before boarding if you are sure there will be no complications, your plane is likely to be delayed being Nepal or earlier if you are worried you will have a problem. Once you are at the gate-there really is nothing to do so keep yourself busy by doing something. If your flight is delayed, do not be too surprised.

Questions:

- a. What are the problems faced by travelers at Tribhuvan Int'l airport? [5]
- b. What are the signs of improvement one can see at the international airport of Nepal? [5]
- c. What are the steps required to be taken by stakeholders to improve the experience of travelers? [5]



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BACHELOR OF TRAVEL AND TOURISM MANAGEMENT (BTM)
SEMESTER - I

Roll.No.....

Subject: Introduction to Hospitality Management
Full Marks: 100

Course Code: BTM 313

Time: 3:00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)

Tick the best answers.

- Q1. GM is the head of
- a. Front Office
b. Housekeeping
c. Hotel
d. All of the above
- Q2. Which one of this is a part of the secondary catering?
- a. Bar
b. Fast Food outlet
c. Restaurant
d. Cafeteria
- Q3. Tariff charged for room rate with all meals is termed as..... Plan.
- a. Bermuda
b. European
c. American
d. Half Board
- Q4. Pre plated service is also known as.....
- a. American Service
b. French Service
c. Silver service
d. All
- Q5. Guest room key openslock.
- a. Single
b. Double
c. Any lock
d. Both a & b
- Q6. Which one of the followings is not a part of hospitality Industry?
- a. Bank
b. Hotel
c. Travel Agency
d. All of the above
- Q7. Lost & found items after lead period is given back to
- a. Housekeeping
b. Charity
c. Security guard
d. Person found
- Q8. First Four star hotel of Nepal is.....
- a. Shangri-La
b. Malla
c. Himalaya
d. Shankar
- Q9. The language of leadership is
- a. Decision making
b. Honesty
c. Communication
d. Integrity
- Q10. Commis is the term used in Department.
- a. Production
b. Restaurant
c. Service
d. Room
- Q11. KOT is also known as
- a. Kitchen order ticket
b. Bar order ticket
c. Both
d. All of the above
- Q12. Kitchen Stewarding is located at the
- a. Back of the house
b. Front of the house
c. Mid of the house
d. Centre of the house
- Q13. Sheraton hotel is the part of which chain....?
- a. Radisson
b. IHG
c. Marriott
d. Hilton
- Q14. Which of the following is not a type of plan?
- a. EP
b. B&B
c. MAP
d. AAP
- Q15. Concierge is the terminology used indepartment.
- a. Housekeeping
b. F&B Service
c. Production
d. None



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EXAMINATIONS MANAGEMENT OFFICE
MAKE-UP EXAMINATION 2020
BACHELOR OF TRAVEL AND TOURISM MANAGEMENT (BTM)
SEMESTER – I

Subject: Introduction to Hospitality Management
Full Marks: 100

Course Code: BTM 313
Time: 3:00 Hours

You are required to answer in your own words as far as applicable. The figures in the margin indicate full marks.

SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any EIGHT questions:

- | | |
|---|-----|
| Q1. Highlight the leadership qualities of hospitality leaders. | [5] |
| Q2. Draw the layout of front office department and explain various section of it. | [5] |
| Q3. Elaborate the F&B Service department of hotel. | [5] |
| Q4. Explain the hotel is a part of catering industry. | [5] |
| Q5. Write about the F& B production department in your own words. | [5] |
| Q6. Explain the types of hotel on the basis of location. | [5] |
| Q7. Explain the front of the house departments of the hotel. | [5] |
| Q8. Dwell on menu and its types. | [5] |
| Q9. Mention the attributes of Housekeeping Team members. | [5] |
| Q10. Write and explain the types of Keys in hotel. | [5] |

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any THREE questions:

- | | |
|---|---------|
| Q11. Explain the operational departments with examples in hotel. | [10] |
| Q12. Explain your views on VNY 2020 celebration for tourism promotion. | [10] |
| Q13. Explain the organization chart of mid-size hotel with different departments and staff. | [10] |
| Q14. Explain the positive and negative aspect of working in hotel industry. | of [10] |
| Q15. Explain the details functions of Front Office department in hotel. | [10] |

SECTION D: CASE STUDY (15 MARKS)

Q16. *Read a case given below and answer the following questions:*

Tom is the foodservice director at an on-campus dining service that feeds 500 students per meal for breakfast, lunch and dinner. Tom arrives at her office at 6:30A.M. (Half an hour before breakfast begins) only to find many problems.

After listening to her phone messages, she finds that her breakfast cashier and one of her two breakfast dishroom employees have called in sick. The cashier and one of her two breakfast position is essential, and the second dishroom person is necessary at 8.30 A.M. when the students leave to go to their 8:45A.M. classes.

Shortly after listening to the message, the executive chef tells Tom that one of their walk-in-refrigerators is not working properly, so some of the food is above the safe temperature of 40°F.

The lead salad person later comes to her, saying that one of the three ice machines is not working. Hence, there will not be enough ice to ice down the salad bars and to use for cold beverages at lunch.

Last, the catering supervisor tells Tom that he has just found out that there was a misunderstanding with the bakery that supplies their upscale desserts.

The desserts were requested by the president of the University for a Luncheon he is having that day; however, because the employee at the bakery wrote the wrong delivery date, the desserts would not be delivered. This will cause the president to be angry.

Questions:

- a. How would Tom handle being short a cashier and a dish room person at breakfast? [5]
- b. How should Tom handle the president's function, knowing that the requested desserts have not been delivered? [5]
- c. What can be done to ensure that mistakes, such as the one made by the bakery employee, do not happen again? [5]

