BHM–301

Front Office Management

Bachelor of Hotel Management (BHM–11/16)

Third Year, Examination, 2017

Time : 3 Hours   **Max. Marks : 40**

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section 'A' contains four (04) long answer type questions of nine and half $(9\frac{1}{2})$ marks each. Learners are required to answer *two* (02) questions only.

1. What is understood by the term "Property Management System" with the reference to hotel industry ? Discuss various functions and advantages of PMS.

2. Compare the in-house laundry and contractual laundry operations. Write down the step by step process of handling Guest Laundry.

3. Discuss the importance of "Forecasting". Explain any *two* forecast records maintained in reservations.

4. What is "Pest Control" ? What are the different methods of Waste Disposal ?

Section–B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of four (04) marks each. Learners are required to answer *four* (04) questions only.

Briefly discuss the following :

1. IDS
2. Creative Selling
3. Performance Appraisal
4. Retrenchment
5. Telemarketing
6. *Two* types of Soft Floors
7. Capital Budget
8. ARR

Section–C

(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of half $\frac{1}{2}$ mark each. All the questions of this Section are compulsory.

Define in one or two lines each :
1. Skipper
2. Walk In
3. Departure Room
4. Colour Wheel
5. Spotting
6. Sleeper
7. Venetian Blind
8. USP
9. Market Segment
10. Inventory

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