BHM–301

Front Office Management

Bachelor of Hotel Management (BHM–11/16)

Third Year, Examination, 2018

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

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to 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. Define a proper marketing mix for hotel industry is crucial for the success of hotels marketing efforts. Define and discuss the Hotel Marketing Mix with examples from Hotel Industry.

2. Training and Evaluation is an essential process of Front Office department. Explain the training types and process in context to front office department.

3. What is PMS ? Discuss the utility of PMS for coordinating the operational functions of front office.

4. Explain the use of elements of design in hotels. What are the different types of design ?

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.

1. Discuss the various budgetary controls by Front Office of a Hotel.

2. What is U.S.P. ? Explain with an appropriate example from Front Office.

3. Differentiate between ARR and Rev PAR in terms of revenue management for a hotel.

4. List the duties performed by a Night Auditor in Front Office.

5. What is Par Stock ? Why is it important for Accommodation management ?

6. List the different types of Colour schemes.

7. What are the norms mandatory to be followed by Hotels for differently abled Guests ?

8. What are the various types of room tariff offered by Hotels in India ?

Section–C

(Objective Type Questions)

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

Explain the following terms :

1. Turn Down

2. Slipper

3. Forecasting

4. Javelle water

5. ADR

6. OPL

7. Up selling

8. Budgetary Control

9. Micros

10. Inventory