

Roll No.

MHM–102

Front Office and Public Relations

Master of Hotel Management (MHM–11/16)

First Semester, 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. What is complaint ? What are different types of complaint ? Explain with examples.
2. What are different bases of the classification of hotels ?
3. Define reservation with respect to hotel. What are different sources of reservation ? Explain with examples.

(B-96) P. T. O.

4. Write a detailed note on “Origin and growth of hotel industry”.

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. Differentiate between Hotel and Motel.
2. Discuss the attributes of Front Office Staff in detail.
3. Explain the significance of Job Description in a hotel.
4. What role does a cashier play in the Front Office Department ?
5. What are the advantages of self check out unit ?
6. Describe the responsibility of PR department.
7. What are the various modes of making a reservation ?
8. Describe the *four* phases of the guest cycle.

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.

1. Hotels located in the heart of the city are known as
2. type of room has a living room separated from bedroom area.

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3. A graphic representation of the structure of an organization is
4. Locating guests or employees within the hotel by a public address system is
5. Guest who arrives at a hotel without prior reservation is known as guests.
6. plays a vital role in the efficient functioning of hotels.
7. Modified American Plan is also known as
8. plan includes room rent and all meals in tariff.
9. Filling is mandatory in case of the registration of a foreigner guest.
10. CRS stands for