

Total No. of Pages : 4

Roll No.

BHM – 301

Front Office Management

Bachelor of Hotel Management (BHM- 11/16)

Third year, Examination 2019

Time : 3 Hours

Max. Marks : 40

Note : This Paper is of Forty (40) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section- A

(Long-Answer-type questions)

Note : Section 'A' Contains Three (03) Long-Answer type questions of Ten (10) marks each. Learners are required to answer any two (02) questions only.

(2 x 10 =20)

S-234

P. T. O.

(2)

1. What role does front office play in marketing of a hotel? Discuss the basic concepts of hotel marketing.
2. How does a well developed installation plan for a PMS assist the management of a hotel?
3. Discuss the factors to be considered while designing hotels that can cater to the needs of disabled guests.

Section - B

(Short-Answer-Type questions)

Note : Section 'B' contains six (06) Short- answer type questions of Five (05) marks each. Learners are required to answer any Four (04) questions only.

(4x5=20)

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(3)

1. Enlist the benefits of forecasting for any hotel.
2. What is inventory control?
3. Write a note on waste disposal.
4. Discuss in brief about the various PMS Interfaces.
5. Explain in short capital expenditure budget.
6. What motivational methods would you like to suggest for the employees of Front Office department. How does it help the smooth functioning of the department?