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Roll No.

MHM – 102
Front Office and Public Relations
Master of Hotel Management
(MHM-11/16)
2nd Semester, 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)

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P. T. O.

(2)

1. Enlist the essential attributes of Front office Staff. Explain each qualities of front office staff in brief with examples.
2. Discuss the significance of Tourism in Hospitality Industry. What is meant by the term hospitality and how hospitality is rendered to customer's?
3. What is Registration? Explain the legal implications of Registration for the guest and hotels.

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)

(3)

1. Differentiate between Guaranteed and non-guaranteed reservation.
2. Define communication and explain the communication process with examples.
3. Explain Hotel Organization with examples.
4. Discuss the need and objectives of public relations.
5. Why cordial relationship is important between Employees and Guest Satisfaction?
6. Describe the significance of Forecasting in Hotels and enlist its factors.