S-948

Total Pages : 3   Roll No. ....

BHM-301

Front Office Management

Bachelor of Hotel Management (BHM)

3rd Year Examination, 2022 (Dec.)

Time : 2 Hours]   **[Max. Marks : 35**

Note : This paper is of Thirty Five (35) 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 Five (05) long answer type questions of Nine and Half (9½) marks each. Learners are required to answer any Two (02) questions only.

(2×9½=19)

1. Define Marketing. Also, explain the process of strategy formulation for different market segments.

2. What is PMS Component? Explain the various modules used in PMS.

3. Differentiate between Training and Induction. Also, explain different types of training imparted to front office employees.

4. What are the different techniques used for forecasting? Also, explain the role of front office manager in evaluating, forecasting and planning to improve the business of hotel.

5. What is "Interior Decoration"? Also, discuss the principles and planning trends in modern hotels.

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 any Four (04) questions only.   (4×4=16)

1. What is 'Budgetary control'?

2. Discuss the types of sales techniques used in room sales.

3. List the necessary data required for forecasting accurately.

4. What is inventory control?

5. What are the duties and responsibilities of a Laundry Manager?

6. What are the different methods of a Waste Disposal?

7. Define detergent. What are some of the qualities of a good detergent?

8. Write short notes on the following (any *two*) :

(a) Occupancy Ratios.

(b) Average Daily Rate.

(c) Recruitment.

(d) Amadeus.

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