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Roll No. :

BHM-704ET

Front Office Management

Bachelor of Hotel Management (BHM-17)

7th Semester Examination June 2022

Time : 2 Hours

Max. Marks : 40

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

Section-A

(Long Answer-type questions)

Note: Section 'A' contains Five (05) Long-answer type questions of ten (10) marks each. Learners are required to answer any two (02) questions only.

(2 x 10 = 20)

Q.1. Explain the role of "Front Office" in Hotel Revenue Generation ?

P.T.O.

- Q.2 What do you mean by Guest Cycle ? Explain each phase of guest cycle with examples ?
- Q.3 What do you mean by guest registration ? Explain the guest registration procedure followed in hotel ?
- Q.4 What do you mean by dynamic value based pricing ? List the advantages of dynamic pricing ?
- Q.5 Write a note on " Handling Emergencies" ?

Section-B

(Short Answer-type questions)

Note: Section 'B' contains Eight (08) Short-answer type questions of five (05) marks each. Learners are required to answer any four (04) questions.

(4 x 5 = 20)

P.T.O

- Q.1 Write a short note on "Employee Training" ?
- Q.2 What do you mean by recruitment ? Explain ?
- Q.3 Write a note on "Coordination of Front Office with Housekeeping department" ?
- Q.4 List the duties and responsibilities of Front Office manager ?
- Q.5 Write a note on "Property Management System" ?
- Q.6 What do you mean by express check out ? Explain ?
- Q.7 Write a note on " Competitive analysis" ?
- Q.8 What do you mean by demand forecasting ? Explain ?

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