

BHM–301

Front Office Management

Bachelor of Hotel Management (BHM-11/16)

Third Year, Examination, 2018

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. 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. Discuss in detail “Front Office Marketing”. Explain process of Strategy formulation for different market segments as per hotel needs.
2. What is “Budgeting” ? Discuss four types of Budgets and their use in hotels.
3. What is understood by the term “Interior Designing” ? Briefly discuss the principles and planning trends in modern hotels.
4. What is “PMS” ? Explain the various modules used in PMS for smooth operations.

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. What are six different types of Room Rates ?
2. Market Segmentation is important for hotel sales. Explain.
3. Write down step by step process of cleaning Room Linen in Laundry.
4. What are the duties and responsibilities of Laundry Manager ?
5. Discuss four types of sales techniques used in Room Sales.
6. What are the different types of Guest Complaints ?
7. What are the advantages of using Wall Coverings ?
8. What is Recruitment ?

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.

Define in 2 to 3 lines each :

1. Customer Satisfaction.
2. Forecasting.

3. ADR.
4. ARR.
5. Dry-cleaning.
6. Spot Lighting.
7. Calendar Press.
8. Pest Control.
9. Amadeus
10. Room Availability.

