

MHM-102

Front Office and Public Relations

Master of Hotel Management (MHM-11/16)

First Semester, 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. Draw and discuss briefly the various sections of front office department. Also list the basic attributes that are essential for front office personnel.
2. Briefly explain the mail and message handling procedure followed in the hotel.
3. Explain the activities of public relation in terms of external and internal environment.

4. Define reservation. Explain various modes and sources of reservation (draw the format of reservation form).

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. Explain how front office co-ordinate with housekeeping department.
2. Discuss different types of guest complain. List the handling procedure of guest complains.
3. What are the bases of charging room rates ?
4. What steps should be followed while taking check-in of the group ?
5. Explain briefly the PR techniques used and differentiate between good vs. bad public relation.
6. Write a note on ‘*suggestive selling*’.
7. Discuss briefly the different etiquette that are followed in hotel industry.
8. Explain briefly the guest cycle.

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.

1. Hotels located at the port of entry are known as
(Airport hotel/Motel)

2. hotels provide gambling facilities to guest.
(Casino/Boutique)
3. is predication of future happenings based on
analysis of data available. (Forecasting/Controlling)
4. The second key of safety deposit box is kept with
(Cashier/Telephone operator)
5. The other name for en'pension or full board is
(Modified American Plan/American
Plan)
6. key opens the lock of only an individual guest
room. (Master key/Guest room key)
7. is to persuade guest to buy a more expansive
item. (Up selling/Down grading)
8. A situation when hotel books more rooms than
available is known as (Overbooking/Overkeeping)
9. The fourth stage of guest cycle is
(pre-arrival/departure)
10. type of room has two single beds with a
common head board.
(Twin room/Hollywood twin room)

