# **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.

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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.

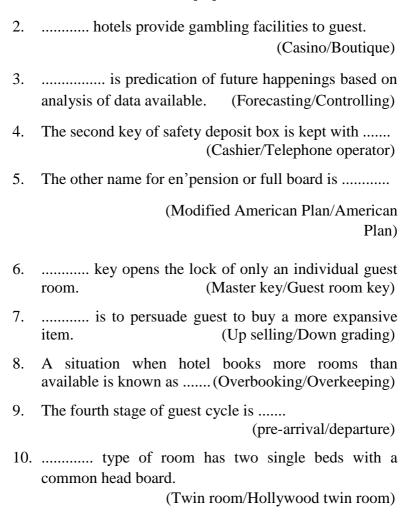
- 1. Explain how front office co-cordinate with housekeeping department.
- 2. Discuss different types of guest complain. List the handling procedure of guest complains.
- 3. What are the bases of charging room rates?
- 4. What steps should be followed while taking check-in of the group?
- 5. Explain 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)



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