MHM-102

Front Office and Public Relations

Master of Hotel Management (MHM-11/16)

Ist Semester, Examination, 2019 (June)

Time : 3 Hours]   **Max. Marks : 40**

Note :   This paper is of Forty (40) marks divided into 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 (9½) marks each. Learners are required to answer any two (2) questions only.

(2×9½=19)

1.   What are the factors that are considered to classify a hotel into star category ?

2.   Front office department is further divided into several sections. Explain each in detail.

3. Write a detailed note on "Public Relations in hotel".

4. What do you mean by Public Relations ? Explain various techniques and importance of Public Relations in hotel.

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. Describe the importance of forecasting.

2. Explain the procedures by which a hotel ensures the delivery of guest messages.

3. Discuss the role of public relation in a Hotel.

4. Describe the four phases of the guest cycle in a hotel.

5. Why it is important to maintain personal hygiene and grooming ?

6. What are the various sources of reservation ?

7. Explain the relation between Employees and Guest satisfaction.

8. List duties and responsibilities of front office manager.

SECTION–C

(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of half (½) marks each. All the questions of this section are compulsory.   (10×½=05)

1. .... is the statement of all the transactions between the hotel and a resident guest.

2. When a guest departs from the hotel before his expected date of departure it is called .... stay.

3. .... is the prediction of future happenings based on a precise analysis of data available.

4. American plan is also known as ....

5. Hotels located in the port of entry are known as .... hotels.

6. The room on the topmost floor of a hotel is called a ....

7. The facility of awakening guests at a time requested by them is known as .... facility.

8. .... is a proof of nationality.

9. When a guest departs from the hotel after his expected date of departure it is called .... stay.

10. GDS stands for ....

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