

BHM-301
FRONT OFFICE MANAGEMENT
Bachelor of Hotel Management (BHM-11/16)

Third Year, Examination-2020

Time Allowed : 2 Hours

Maximum Marks : 40

Note: This paper is of Forty (40) marks divided into Two (02) sections A and B. Attempt the question contained in these sections according to the detailed instructions given therein.

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. (2×10=20)

1. Discuss the various recruiting methods available to the front Office manager. What factors should be kept in mind while designing questions for the interview process.

2. List the necessary data required for forecasting accurately. How do you calculate percentage of walk-ins?
3. What are the various expenses that Executive House keeper needs to budget for?
4. Define the marketing. List the basic concepts of marketing and explain in detail.
5. Explain the characteristics of hospitality product in detail with suitable examples.

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 only. (4×5=20)

1. What records are to be kept in mind while forecasting room availability?
2. Differentiate between personal sales technique and telephone sales technique.

3. What features are included in the front desk module of PMS in hotels?
4. Discuss the objectives if Interior design.
5. Explain the process involved for the guest laundry.
6. Enlist the major differences between Group market and transient market segments for a hotel.
7. List the products and services offered by hotel and explain in brief.
8. List the advantages of budgetary control.
