

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: BHMCT
BRANCH: HMCT**

**SEMESTER :VII
SESSION : MO/18**

SUBJECT: HM7037 FRONT OFFICE MANAGEMENT

TIME: 3 HRS.

FULL MARKS: 60

INSTRUCTIONS:

1. The question paper contains 7 questions each of 12 marks and total 84 marks.
 2. Candidates may attempt any 5 questions maximum of 60 marks.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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| Q.1(a) Define Quality in terms of Front Office Service. | [2] |
| Q.1(b) What makes service special in hotel? Discuss the service process. | [4] |
| Q.1(c) Discuss the guest services delivery through employees. | [6] |
| Q.2(a) Define forecasting in relation with Front Office in hotel. | [2] |
| Q.2(b) Write the data required and benefits of forecasting. | [4] |
| Q.2(c) Discuss the method of managing forecast with suitable examples. | [6] |
| Q.3(a) Define revenue management in relation with Front Office in hotel. | [2] |
| Q.3(b) Write the formula of (i) ARR, (ii) RevPAR, (iii) Overstay percentage. | [4] |
| Q.3(c) Discuss on the various pricing strategies in special relation with OTA or web. | [6] |
| Q.4(a) Define PMS and Four R of Front Office. | [2] |
| Q.4(b) Discuss the features of PMS and its usage in Front Office. | [4] |
| Q.4(c) What is the meaning of profile handling, how PMS is useful? Explain. | [6] |
| Q.5(a) Define distribution channel management in relation with Front Office. | [2] |
| Q.5(b) Discuss the distribution channel function of Front office. | [4] |
| Q.5(c) Explain Push and Pull strategies in distribution channel. | [6] |
| Q.6(a) Define interfaced subsystem in relation with Front Office. | [2] |
| Q.6(b) Write the important data required for effective interfaced subsystem. | [4] |
| Q.6(c) Differentiate between revenue and non-revenue generating subsystem with suitable example. | [6] |
| Q.7(a) Define common laws and civil laws in relation with Front Office. | [2] |
| Q.7(b) Discuss the important legal obligations hotel has to their guest. | [4] |
| Q.7(c) Explain the important components of contract between hotel and guest. | [6] |

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