

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

**CLASS: BHMCT
BRANCH: HMCT**

**SEMESTER : VII
SESSION : MO/19**

SUBJECT: HM7037 FRONT OFFICE MANAGEMENT

TIME: 3:00 HOURS

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) | Name the three attributes on which cost of quality measured. | [2] |
| Q.1(b) | How a defined process makes the service special in Front Office? Discuss. | [4] |
| Q.1(c) | What is the important role of hotel senior manager in Quality? State the planning tools. | [6] |
| Q.2(a) | What is forecasting? Why it is important in Front Office? | [2] |
| Q.2(b) | Discuss the significance of forecasting in Front Office. | [4] |
| Q.2(c) | Write short note on: (i) CQI, and (ii) Occupancy Forecast Report. | [6] |
| Q.3(a) | Write the formula of (i) Under stay Percentage, and (ii) Percentage of Occupancy. | [2] |
| Q.3(b) | What is the difference between 30 days and 10 days forecast? | [4] |
| Q.3(c) | How pricing decisions follow the development of availability forecasts? Discuss. | [6] |
| Q.4(a) | What is four R of Front Office? | [2] |
| Q.4(b) | Justify this statement - " A good PMS provides hotel staff with an overview of what's happening that day". | [4] |
| Q.4(c) | Write the features of a good PMS. | [6] |
| Q.5(a) | What is the difference between digitalization and connectivity in distribution channel? | [2] |
| Q.5(b) | Define Consortia and representation firms. Write the advantages of Consortia. | [4] |
| Q.5(c) | Explain the benefits of distribution channel in Hospitality Industry. | [6] |
| Q.6(a) | What is the meaning of interfaced subsystem? | [2] |
| Q.6(b) | Discuss the reasons hotel creates operating subsystem for more revenue. | [4] |
| Q.6(c) | Illustrate the effective date required for interfaced subsystem. | [6] |
| Q.7(a) | What is the difference between common and civil laws? | [2] |
| Q.7(b) | Differentiate between mandatory and discretionary benefits? | [4] |
| Q.7(c) | Discuss the legal obligation hoteliers required for reasonable care. | [6] |

:29/11/2019:E