

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

**CLASS: BHMCT
BRANCH: HMCT**

**SEMESTER: VII
SESSION : MO/2019**

SUBJECT : HM7037 FRONT OFFICE MANAGEMENT

TIME: 1.5 HOURS

FULL MARKS: 25

INSTRUCTIONS:

1. The total marks of the questions are 30.
 2. Candidates may attempt for all 30 marks.
 3. In those cases where the marks obtained exceed 25 marks, the excess will be ignored.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. The missing data, if any, may be assumed suitably.
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- Q1 (a) Define Service and quality. [2]
(b) What is the cost of quality? Discuss. [3]
- Q2 (a) What makes service special? [2]
(b) Discuss the steps to develop quality culture. [3]
- Q3 (a) Define forecasting. [2]
(b) Forecasting may be the heart of any hotel operations. Justify. [3]
- Q4 (a) What is the meaning of Pick-up report? [2]
(b) Describe extended forecast. [3]
- Q5 (a) Name the person who has stated "Revenue Management has contributed millions to the bottom line, and it has educated our people to manage their business more effectively. When you focus on the bottom line, your company grows." [2]
(b) Discuss the concept behind "selling the right room to the right client at the right moment at the right price." [3]
- Q6 (a) Define revenue management. [2]
(b) Write the factors required for effective revenue management. [3]

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