

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

CLASS: BHMCT  
BRANCH: HMCT

SEMESTER : VII  
SESSION : MO/2022

SUBJECT: HM405 ADVANCE FRONT OFFICE MANAGEMENT

TIME: 3:00 Hours

FULL MARKS: 50

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
  2. Attempt all questions.
  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 Define Quality with respect to effective Front office operations in detail and Explain how managers plan for Quality? (CO1, BT 1) [10]
- Q.2 What are the different factors to be considered while tracking room demand? List out the benefits for forecasting? (CO2, BT5) [10]
- Q.3 Explain what the various techniques used by Revenue managers to maximize yield? (CO3, BT9) [10]
- Q.4 What is PMS? List out the selection criteria to choose a hotel PMS. (CO4, BT5) [10]
- Q.5 Define Distribution channel and list out the benefits of distribution channels? (CO5, BT5) [10]

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