

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

**CLASS: HMCT
BRANCH: BHMCT**

**SEMESTER: VII
SESSION: MO/2022**

SUBJECT: HM405 ADVANCE FRONT OFFICE MANAGEMENT

TIME: 2 HOURS

FULL MARKS: 25

INSTRUCTIONS:

1. The total marks of the questions are 25.
 2. Candidates attempt for all 25 marks.
 3. Before attempting the question paper, be sure that you have got the correct question paper.
 4. The missing data, if any, may be assumed suitably.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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Q1	(a) Define Quality?	[2]	1	1
Q1	(b) Briefly explain the components of Quality?	[3]	1	4
Q2	(a) What makes service special in Front office?	[2]	1	1
Q2	(b) Explain how managers plan for Quality?	[3]	1	4
Q3	(a) Differentiate between Vision and Mission statement?	[2]	1	4
Q3	(b) Plan a Vision, Mission, Long range plan, Marketing plan and Operating budget for your hotel?	[3]	1	6
Q4	(a) Define Forecasting?	[2]	2	1
Q4	(b) Discuss how Historical and Current data help the FOM to estimate room demand?	[3]	2	2
Q5	(a) What is Wash down?	[2]	2	3
Q5	(b) List out the data required for effective forecasting?	[3]	2	1

::: 28/09/2022 :::M