

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION MO/2023)

CLASS: BHMCT
BRANCH: HMCT

SEMESTER : III
SESSION : MO/2023

SUBJECT: HM205 FRONT OFFICE OPERATION - I

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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			CO	BL
Q.1(a)	Can you explain the key characteristics of the hospitality industry	[2]	I	2
Q.1(b)	Can you classify hotels based on their target market and provide examples of each category?	[3]	I	3
Q.2(a)	What is the meaning of the term 'coinage'?	[2]	I	2
Q.2(b)	Could you categorize hotels based on their location?	[3]	I	3
Q.3(a)	Can you explain the key differences between a semi-automated system and a fully automated system?	[2]	II	2
Q.3(b)	What are the advantages of implementing a Property Management System (PMS) in a hotel?	[3]	II	3
Q.4(a)	Could you explain the difference between a 'sleep-out' and a 'skipper' in the context of a hotel industry	[2]	II	2
Q.4(b)	Can you provide explanations for the following terms: (a) Stayover (b) On-Change (c) Skipper	[3]	II	3
Q.5(a)	What is the meaning of the term 'Guest Registration' in hotel industry?	[2]	III	2
Q.5(b)	Could you outline and discuss the various stages of the Guest Life Cycle in the hospitality industry?	[3]	III	3

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