

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

**CLASS: HMCT
BRANCH: HMCT**

**SEMESTER : VII
SESSION : MO/2023**

SUBJECT: HM405 ADVANCE FRONT OFFICE MANAGEMENT

TIME: 3 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.
-

		CO	BL
Q.1(a)	Explain the nature of lodging as a guest service business. Provide a clear description of the key characteristics and functions of lodging establishments, emphasizing their role in providing services to guests.	[5] 1	2
Q.1(b)	Examine the concept of developing a quality culture in the hotel industry. Apply your understanding by identifying and discussing three costs associated with the quality: prevention costs, appraisal costs, and failure costs. Provide examples of how investing in prevention and appraisal activities can help mitigate failure costs in the context of the hotel industry's pursuit of quality.	[5] 1	3
Q.2(a)	Analyze the benefits of forecasting in the hotel industry. Examine how accurate forecasting contributes to strategic decision-making, efficient resource allocation, and improved guest satisfaction.	[5] 2	4
Q.2(b)	Examine the consequences of unrealistic high and unrealistic low forecasting in the Hotel Industry. Analyze how these extremes can impact overall financial performance. Provide examples to illustrate the potential challenges and risks associated with inaccurate forecasting in the hotel sector.	[5] 2	4
Q.3(a)	Identify and explain the basic factors required for effective Revenue Management in the Hotel Industry. Provide a clear description of the key elements that contribute to successful revenue management strategies, highlighting their significance in optimizing financial performance.	[5] 3	2
Q.3(b)	Evaluate and discuss different rate types in the hotel industry. Provide examples of situations where each rate type is strategically employed to meet business objectives in the hotel industry.	[5] 3	3
Q.4(a)	Identify key features and functionalities of PMS software and explaining how it contributes to efficient hotel operations. Provide examples of specific tasks and processes that a PMS can handle and discuss how its implementation can enhance overall hotel management.	[5] 4	3
Q.4(b)	Explain the considerations involved in selecting a hotel Property Management System (PMS). Provide a clear description of the key factors that hotel managers should understand and evaluate when choosing a PMS, highlighting their importance in meeting the specific needs of the hotel.	[5] 4	2
Q.5(a)	Describe the function of distribution channels in the hotel industry. How distribution channels work in reaching and serving customers. Highlight the key aspects that hotel professionals should understand regarding distribution channels.	[5] 5	2
Q.5(b)	Evaluate the benefits of utilizing distribution channels in the hotel industry. How effective management and optimization of distribution channels can lead to increased bookings, expanded reach, and improved revenue for hotels? Provide examples to illustrate the practical applications and advantages of utilizing distribution channels in hotel operations.	[5] 5	3