

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

**CLASS: BHMCT**  
**BRANCH: HMCT**

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

**SUBJECT: HM405 ADVANCE FRONT OFFICE MANAGEMENT**

**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 concept of the 'cost of quality' in the context of Hotel Industry?	[2]	I	2
Q.1(b)	Can you elaborate on some of the guiding principles of quality management and how they are applied in hotel industry.	[3]	I	3
Q.2(a)	What is your understanding of the term 'Continuous Quality Management'?	[2]	I	2
Q.2(b)	How can a Front Office Manager in a hotel proactively focus on ensuring and improving the quality of guest services and operations	[3]	I	3
Q.3(a)	What are the key differences between current data and future data?	[2]	II	2
Q.3(b)	What are the benefits of forecasting in hotel industry, and how does it contribute to informed decision-making and planning?	[3]	II	3
Q.4(a)	What does the term 'washdown' mean, particularly in the context of Group Reservation?	[2]	II	2
Q.4(b)	Can you explain the differences between 'overstay' and 'under stay' in the context of the hotel industry, and how they affect reservations and guest accommodations?	[3]	II	3
Q.5(a)	What is your understanding of the concept of 'revenue management' in the context of the hospitality industry	[2]	III	2
Q.5(b)	What are the key factors that are required for effective revenue management in the hotel industry, and how do they contribute to maximizing revenue and profitability?	[3]	III	3

**:::::20/09/2023 M:::::**