CLASS: HMCT   **SEMESTER : V**
BRANCH: HMCT   **SESSION : MO/2024**

SUBJECT: HM313 FRONT OFFICE MANAGEMENT - I

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)	As the Front Office Manager in a hotel, you are tasked with enhancing the security functions at the front desk. Identify and explain three specific security measures you would implement to address the physical security of the premises, the safety of guests and staff, and the security of guest data and hotel systems. How would these measures collectively ensure a safe and secure environment for both guests and employees?	[5]	1	3
Q.1(b)	Analyze the impact of an efficient lost and found procedure on guest satisfaction and the hotel's reputation. Compare the potential consequences of a well-executed versus a poorly managed lost and found process. How do these outcomes affect the hotel's operational procedures and relationship with guests?	[5]	1	4

Q.2(a)	What is a Room Division Income Statement, and what key components are included in it? Explain how this statement helps hotel management track and analyze revenue generated from the room division department.	[5]	2	2
Q.2(b)	A hotel has 200 rooms in total. On a particular day, 150 rooms were occupied by guests. Additionally, out of the total occupied rooms, 50 rooms had multiple guests staying. Calculate the following:	[5]	2	3

- Occupancy Percentage
- Multiple Occupancy Percentage

Analyze how these percentages might reflect the hotel's performance in terms of revenue management and guest demand.

Q.3(a)	What are the different types of budgets commonly used in hotel management. Briefly explain the purpose of each type of budget and how it helps hotel management in financial planning and decision-making.	[5]	3	2
Q.3(b)	Imagine you are tasked with implementing a new budgeting system at a hotel. Identify and discuss two key advantages and two limitations of using budgets in the hotel management process. How would you apply these insights to address challenges and leverage the benefits of budgeting for improving operational efficiency and financial performance?	[5]	3	3

Q.4(a)	What is the management of interfaced systems in a hotel, and how do these systems work together to streamline operations? Explain the role of system integration in ensuring seamless communication between departments such as front office, housekeeping, and accounting	[5]	4	2
Q.4(b)	Analyze the differences between revenue-producing and non-revenue-producing sub-systems in a hotel. How do each of these sub-systems contribute to the hotel's overall operation and profitability? Provide examples of each type of sub-system and assess their impact on operational efficiency and guest satisfaction.	[5]	4	4

PTO

Q.5(a) Analyze the effectiveness of various employee recruitment methods in the hospitality industry. Compare the advantages and disadvantages of each method in terms of cost, time, and quality of candidates. How would you apply a combination of these methods to ensure that your hotel attracts the most qualified candidates for both entry-level and managerial positions? [5] 5 4

Q.5(b) As a hotel manager, you are tasked with improving staff motivation and performance. Identify and apply three specific strategies to enhance employee motivation in your hotel. How would you implement these strategies to ensure they align with the hotel's values and culture, and how would you measure their effectiveness? [5] 5 3

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