CLASS: BHMCT   SEMESTER : VII
BRANCH: HMCT   SESSION : MO/2024

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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Q.1(a)	How would you describe the different components of the Cost of Quality?	[2]	1	2
Q.1(b)	How would you apply the practice of treating each guest as unique and prioritizing guest interaction over technology to enhance the overall service quality in the hospitality industry?	[3]	1	3
Q.2(a)	Can you define Continuous Quality Improvement (CQI) and explain its significance in enhancing processes within an organization?	[2]	2	2
Q.2(b)	How would you explain and apply the role of senior managers in ensuring quality service delivery, fostering a customer-focused culture, and driving continuous improvement initiatives within an organization?	[3]	2	3
Q.3(a)	Can you define what a Host Hotel is and explain its function during events or conferences?	[2]	3	2
Q.3(b)	How would you apply forecasting techniques to improve decision-making in business, and what benefits would this bring in terms of resource allocation, cost management, and customer satisfaction?	[3]	3	3
Q.4(a)	What do you understand by the term "No-Show" in a hotel, and can you explain how it can impact the hotel's yield and revenue management?	[2]	4	2
Q.4(b)	How would you differentiate between historical, current, and future data in the context of data analysis for strategic planning, and how can each type of data be applied to make informed decisions?	[3]	4	3
Q.5(a)	Can you define revenue management and explain its key principles and objectives in optimizing financial performance in a business or hotel?	[2]	5	2
Q.5(b)	How would you discuss and apply three basic factors of revenue management, such as past occupancy rate, Company target group and competitor price information, to optimize revenue and improve financial performance in a hospitality setting?	[3]	5	3

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