

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

**CLASS: BHMCT
BRANCH: HMCT**

**SEMESTER : VII
SESSION : MO/2025**

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.
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Q.1(a)	Explain the importance of providing quality service in the Front Office Department of a hotel. How does it contribute to guest satisfaction and the overall success of the hotel?	[5] 1	3
Q.1(b)	Discuss the various strategies that can be adopted by the Front Office Department to improve service quality in a hotel.	[5] 1	2
Q.2(a)	Explain the concept of forecasting in the Front Office Department of a hotel. What are the benefits of accurate forecasting?	[5] 2	3
Q.2(b)	Describe the types of data required by the Front Office Department for accurate forecasting in hotels.	[5] 2	2
Q.3(a)	Explain the concept of revenue management. What are its main objectives and benefits?	[5] 3	3
Q.3(b)	Discuss the basic factors required for effective revenue management in the Front Office Department of a hotel.	[5] 3	2
Q.4(a)	What is a Property Management System (PMS)? Explain the key features of PMS.	[5] 4	1
Q.4(b)	Explain the important factors to consider while choosing a Property Management System (PMS) for a hotel.	[5] 4	3
Q.5(a)	Explain the benefits of using effective distribution channels.	[5] 5	3
Q.5(b)	What is the difference between E Commerce and E Marketing?	[5] 5	1

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