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

CLASS: BHMCT   SEMESTER : IV
BRANCH: HMCT   SESSION : SP/19

SUBJECT: HM4027-FRONT OFFICE OPERATION - II

TIME: 3.00 Hrs.   FULL MARKS: 60

INSTRUCTIONS:
1. The question paper contains 7 questions each of 12 marks and total 84 marks.
2. Candidates may attempt any 5 questions maximum of 60 marks.
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.

Q.1(a)	Define the term Bell Desk.	[2]
Q.1(b)	Discuss characteristic of Hotel's Lobby.	[4]
Q.1(c)	Explain duties and responsibilities of Lobby manager in a Hotel.	[6]
Q.2(a)	Explain advantage and disadvantage of Guaranteed Reservation.	[2]
Q.2(b)	What are various sources of Reservation in a Hotel.	[4]
Q.2(c)	Discuss the process of reserving a group in a hotel.	[6]
Q.3(a)	Differentiate between Up-Selling and Suggestive Selling.	[2]
Q.3(b)	If Fixed cost of a Hotel Standard Room is 3000, its Marginal Cost is 12% of Fixed cost and profit is 45% of the Fixed cost. Find Rack Rate.	[4]
Q.3(c)	Explain "AIDA Model" with the help of a suitable example.	[6]
Q.4(a)	What is Registration?	[2]
Q.4(b)	Explain room rate categories provided by the hotels.	[4]
Q.4(c)	Discuss various methods of payment and precaution needed in every methods.	[6]
Q.5(a)	What is information Book ?	[2]
Q.5(b)	Explain the procedure in case of fire in hotel.	[4]
Q.5(c)	Mention common cause of accidents in a hotel.	[6]
Q.6(a)	What is an IDS ?	[2]
Q.6(b)	Who all should be part of need analysis for PMS and why ?	[4]
Q.6(c)	Explain Guest Accounting Module of PMS.	[6]
Q.7(a)	What is ELS ?	[2]
Q.7(b)	Discuss management's role in security of hotel.	[4]
Q.7(c)	Explain the procedure for Lost and Found in a Hotel.	[6]

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