

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2025)

CLASS: HMCT
BRANCH: HMCT

SEMESTER : IV
SESSION : SP/2025

SUBJECT: HM214 FRONT OFFICE OPERATION - II

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

		CO	BL
Q.1(a)	What do you understand by the term "Lobby".	[2] 1	2
Q.1(b)	Analyze the impact of lobby layout and design on guest experience and suggest improvements for better space utilization and traffic flow.	[3] 1	3
Q.2(a)	Explain how a lobby manager ensures smooth guest movement and coordinates with other departments to enhance the guest experience.	[2] 1	3
Q.2(b)	Illustrate the process of handling VIP guests from arrival to departure, highlighting the responsibilities of the guest relations executive.	[3] 1	3
Q.3(a)	Demonstrate the step-by-step process of handling a group reservation, ensuring accuracy and efficiency in guest details.	[2] 2	3
Q.3(b)	Analyze the advantages and disadvantages of different reservation methods (Online, GDS, Walk-in, and Telephone) for a business hotel.	[3] 2	4
Q.4(a)	Explain how a hotel reservation executive responds to a reservation inquiry via phone and email.	[2] 2	3
Q.4(b)	Analyze the challenges hotels face in managing last-minute reservation modifications and cancellations. Suggest strategies to minimize revenue loss.	[3] 2	4
Q.5(a)	Explain the characteristics of different market segments in the hospitality industry.	[2] 3	2
Q.5(b)	Demonstrate how a hotel sales executive can use upselling and cross-selling techniques to increase revenue while enhancing guest satisfaction.	[3] 3	3

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