Name : ……………………………………………………

Roll No. : ……………………………………………………

Invigilator's Signature : …………………………………

CS/BHMCT (N)/SEM-4/HM-403/2010
2010
FRONT OFFICE MANAGEMENT

Time Allotted : 3 Hours   Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
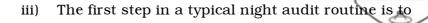as far as practicable.*

GROUP – A
(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following :

                                        10 × 1 = 10

    i)   Yield management is based on

         a)   Supply and demand

         b)   Pricing.

    ii) When a hotel accepts group business and turns away

         transient guest, the situation is called
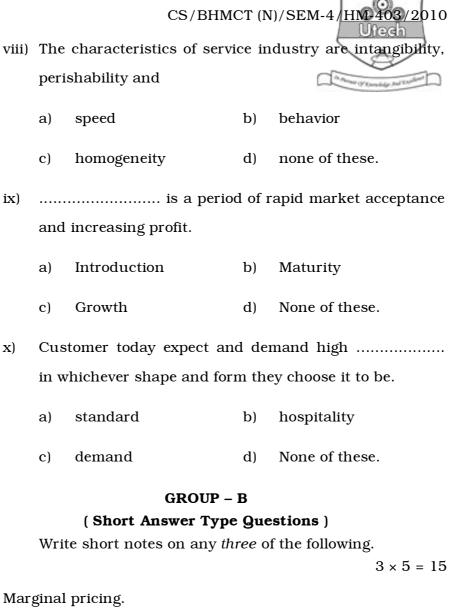
         a)   Over booking

         b)   Displacement.

iii) The first step in a typical night audit routine is to

    a) Complete outstanding postings

    b) Verify all room rates.

iv) The night audit formula is

    a) Opening Balance + Charges – Credit = Net Outstanding

    b) Charges + Credit – Opening Balance = Net Outstanding.

v) Total room revenue divided by house count is

    a) ARR

    b) REV

    c) HC.

vi) Service related complaint is related to

    a) lack of assistances

    b) rude behavior of hotel staff.

vii) The three types of pricing objectives are Financial, Volume and

    a) Demand   b) Supply

    c) Competition   d) None of these.

viii) The characteristics of service industry are intangibility, perishability and

    a)   speed   b)   behavior

    c)   homogeneity   d)   none of these.

ix) .... is a period of rapid market acceptance and increasing profit.

    a)   Introduction   b)   Maturity

    c)   Growth   d)   None of these.

x) Customer today expect and demand high .... in whichever shape and form they choose it to be.

    a)   standard   b)   hospitality

    c)   demand   d)   None of these.

GROUP – B
(Short Answer Type Questions)

Write short notes on any *three* of the following.

$$3 \times 5 = 15$$

2. Marginal pricing.

3. Cost plus pricing.

4. Room availability forecasting.

5. Upselling.

6. Sales budget.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.   3 × 15 = 45

7. What are the functions of a Night Auditor ?   15

8. What do you understand by over booking ? Why do hotels over book ? Give the formula for over booking. How will you deal with a guest who comes with a confirmed booking but you do not have any room to allocate ?   2 + 3 + 5 + 5

9. Define yield management. What are the benefits of yield management ? What are the conditions for accepting a group in high seasons in yield management ?   5 + 5 + 5

10. Explain statistically yield. What are the types of information gathered and evaluated in opportunity analysis.   5 + 10

11. How will you handle a guest right for taking his reservation request till departure from the hotel ?   15