



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BHMCT (NEW)/SEM-4/HM-403/2011  
2011  
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 :  $10 \times 1 = 10$ 
  - i) A sales method that involves presenting the least expensive rate first is known as
    - a) Up selling
    - b) Bottom up
    - c) Smart selling
    - d) Discounted selling.
  - ii) Yield Management is originated in
    - a) Airlines
    - b) Railways
    - c) Cruise lines
    - d) Hotels.
  - iii) ARR stands for
    - a) Average room revenue
    - b) Actual room rate
    - c) Average rack rate
    - d) All rooms rate.
  - iv) A situation when a hotel books more rooms than its total inventory of rooms is known as
    - a) Full House
    - b) Overbooking
    - c) Plus position
    - d) Minus position.



- v) A pricing strategy in which a hotel charges different rates for the same product from different people is known as
- a) Discounted pricing
  - b) Differential pricing
  - c) Selective pricing
  - d) Yield management.
- vi) Rev PAR is
- a) Rate per available room
  - b) Revenue per available room
  - c) Revenue per room sold
  - d) Rate per room sold.
- vii) Master budget is also known as
- a) capital Budget
  - b) Operational Budget
  - c) Final Budget
  - d) Fiscal Budget.
- viii) When a guest extends his stay it is termed as
- a) Understay
  - b) Stay over
  - c) Overstay
  - d) Late departure.
- ix) The term 'NO show' means
- a) arrival without reservation
  - b) guest skips without paying hotel bill
  - c) guest paying hotel bill through credit card
  - d) non-arrival of a booked guest.
- x) Forecasting is the prediction of future happenings, based on
- a) analysis of bookings
  - b) analysis of data
  - c) guesswork
  - d) experience of the Front Office Manager.



**GROUP – B**  
**( Short Answer Type Questions )**

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

3 × 5 = 15

2. Forecasting.
3. Budgeting.
4. Differential rates.
5. Upselling.
6. In-house sales promotions.

**GROUP – C**  
**( Long Answer Type Questions )**

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

7. What is meant by forecasting of rooms availability ? What points should one keep in mind while forecasting ?
8. Define budget. What are the different types of budget ? Explain each in detail.
9. How can the use of Rev PAR assist hotel managers in measuring the effectiveness of Front desk staff and marketing managers ?
10. Following are information relates to hotel ABC :
  - a) Number of rooms 300 double rooms
  - b) Rooms under repair 10
  - c) Occupied rooms 210 ( all double occupied )
  - d) House count 330

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On 2nd march, 2011, 10 double rooms checked out while 20 rooms with double and 10 rooms with single occupancy checked in.

The hotel revenue was Rs. 1,90,210

Calculate the following :

- i) Room occupancy
- ii) Double occupancy
- iii) House count
- iv) Bed occupancy
- v) ARR.

11. What pricing should a hotel follow when the room demand is low and which strategy should be followed when the room demand is high ? Discuss with logical reasons.

12. Following are the details of Hotel Maurya on 3rd March :

In-house guests	80	Arrivals	25
Walk ins	23	Reservations	25
No shows	15	Occupied rooms	55
Overstay	2	under stay	8

Calculate :

- a) No show percentage
- b) Walk in percentage
- c) Understay percentage
- d) Overstay percentage
- e) Double occupancy percentage.