*Name* : ...............................................................

*Roll No.* : ...........................................................

*Invigilator's Signature :* ......................................

**CS/BHMCT/SEM-4/HM-403/2012**

# 2012
# 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)   ................ is the activity of booking the room in advance from a prospective guest on his request for future.

   a)   Registration          b)   Auditing

   c)   Upselling             d)   Reservation.

ii)  What is the other term for 'Vouchers' ?

   a)   Checks               b)   Allowance

   c)   Ledger               d)   Report.

iii) The word 'yield' means 'to ..................'.

   a)   measure              b)   discard

   c)   produce              d)   exchange.

4222                                          [ Turn over

iv) The job of tallying departmental credit sales with guest ledger charges (debits) is known as

    a) Room Audit

    b) Floor Occupancy Report making

    c) Night Audit

    d) Internal Audit.

v) Total sales divided by Number of Guests is the

    a) Average rate per room

    b) Average rate per guest

    c) Rate of room occupancy

    d) Rate of double occupancy.

vi) ……………. is done in order to avoid last minute cancellations and no shows.

    a) Overbooking          b) Swiping

    c) Racking              d) Reservation.

vii) ……………. Management is a proven technique that helps service industries to maximize revenue.

    a) Capacity            b) Revenue

    c) Duration            d) Discount.

viii) Yield = .................. percentage × Achievement factor

   a)  Booking            b)  Occupancy

   c)  Supply             d)  Productivity.

ix) The guest who comes to hotel with very less or no luggage is called

   a)  Poor guest         b)  Luggage less guest

   c)  Scanty baggage guest  d)  Fraud guest.

x)  A guest who is having a reservation in a hotel fail to appear due to some reasons are called

   a)  6 PM Release       b)  No-shows

   c)  Walk out           d)  PMS.


## GROUP – B

### ( Short Answer Type Questions )

2.  Write short notes on any *three* of the following :      3 × 5 = 15

   i)    Budgetary control

   ii)   Capacity management

   iii)  Market share index

   iv)   Potential optimal revenue

   v)    Displacement.

**GROUP – C**

**( Long Answer Type Questions )**

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

3. Define Yield Management ? What is the benefit & usage of Yield Management in Hospitality Industry ?

4. Write down the calculation method of the following :

(a) Occupancy percentage  (b) ARR  (c) Yield

(d) No show %  (e) Overstay %  (f) House Count.

5. Write down the different factors used in Fixation of Room Tariff in any lodging Industry. Which is the best way to decide room Tariff ? (Give your own view)

6. Selling Rooms is one of the important factors in accommodation operation. What are the different techniques used to sell Rooms in Hotel ?

7. What is PMS ? Describe how PMS works in Hotel Front office. Name some Hotel Information softwares.

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