	Utech
<i>Name</i> :	
Roll No.:	As Alexand V Eleverately and Capitalist
Invigilator's Signature :	

CS / BHM (OLD) / SEM-5 / HM-501 / 2010-11 2010-11

FRONT OFFICE OPERATION

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

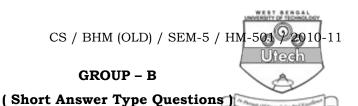
(Objective Type Questions)

1. Define the following:

 $10 \times 1 = 10$

- i) Corporate Rate
- ii) Package Plan Rate
- iii) Job Specification
- iv) Performance Appraisal
- v) Electronic Safe
- vi) Hurdle Rate
- vii) Lead Time
- viii) Upgrade
- ix) Achievement Factor
- x) Rate spread.

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- 2. Write short notes on any *three* from the following : $3 \times 5 = 15$
 - a) Room forecasting
 - b) Yield Management
 - c) Refining of budget
 - d) Job orientation
 - e) Exit interview
 - f) Rule of thumb
 - g) Cross-training.

GROUP - C (Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

- 3. Identify the training needs and explain the purpose of training.
- 4. What is yield management concept ? What are the advantages of yield management ?
- 5. Explain in brief the role of human resource management in a hotel.
- 6. Write short note on the following:
 - a) Induction
 - b) Scheduling
 - c) Motivation
- 7. List five safety rules which all hotels should implement in order to give full safety to the guest and the staff.
- 8. As a Front Office personnel what should you do
 - a) if there is a bomb threat call?
 - b) if there is a suicide attempt in your hotel?
 - c) if two guests fight with each other?

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