



Name :

Roll No. :

Invigilator's Signature :

CS/BHM(OLD)/SEM-6/HM-601/2012

2012

FRONT OFFICE

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) According to deming, business that possess a constancy of purpose
 - a) focus on short - term profits
 - b) are more likely to innovate and invest in research and education than businesses that do not
 - c) have reward systems that discourage managers from taking a long term view.
- ii) Internal customers are
 - a) customers who are given special treatment (like they're "one of the family")
 - b) other staff member within the company who help make a product or deliver a service
 - c) employees who buy something from the company.



- iii) Juran suggests that a company's first quality improvement effort should focus on
- a) an insignificant problem or issue, so that if something goes wrong, less attention will be drawn to the failure
 - b) a major problem or issue that is highly likely to be resolved
 - c) a major problem or issue that will be very hard to resolve.
- iv) Why should managers remove fear from the workplace before quality improvement efforts are begun ?
- a) People cannot perform to the best of their ability unless they feel secure.
 - b) Little can be done to improve quality when people in an organization are afraid to point out problems.
 - c) both (a) and (b).
- v) Why don't quality slogans help a company improve its quality ?
- a) Slogans are usually aimed at motivating people to work faster and produce more — which is not the way of quality.
 - b) Employees tend to view slogans as signs that management does not understand the problems that are keeping them from producing quality work.
 - c) All of these.



- vi) Acknowledgment of good work done by an employee is
- negative praise
 - positive praise
 - neither.
- vii) The pace set at an interview is by
- interviewee
 - interviewer
 - consultant.
- viii) A date-wise record of the events, guest complaints, or requests is called
- log book
 - information book
 - diary.
- ix) A program designed towards marketing a hotel is called
- video check out system disputed bills
 - front office follow through at check out.
- x) Dividing the total room revenue by the number of guests in the hotel will give
- ADR
 - ARG
 - RR.

GROUP - B

(Short Answer Type Questions)

Write short notes on any *three* of the following. $3 \times 5 = 15$

- Importance of product knowledge
- Market segmentation

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4. TQM in hospitality
5. Role of front office in sales and marketing
6. Brain storm areas for promotion of front office.

GROUP - C

(Long Answer Type Questions)

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

7. What do you understand by TQM ? What are its characteristics ? What role does it play in hospitality management ?
8. Define sales and marketing. Illustrate the characteristics of service marketing.
9. Discuss the importance of marketing in hospitality industry. State the qualities of a good sales person.
10. Illustrate Deming's fourteen points for quality.
11. What do you understand by ISO 9000 Quality Standard ? What steps you will take as a Front Office Manager to increase the quality service at the front desk ?

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