

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

December, 2013

08200

**BHY-051 : SPECIALISATION IN ROOM DIVISION
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : All questions carry equal marks.

Attempt any five questions.

1. What is yield management ? Explain its application in the hotel industry. 20
2. Discuss the role of front office in increasing the hotels overall sales. Briefly list out the various sale strategies followed to increase room sales. 20
3. (a) Explain basis of tariff fixation. 10x2=20
(b) Explain in detail "Hubbarts formula".
4. (a) List out the duties and responsibilities of a Night Manager. 10x2=20
(b) How will you prepare a hotel performance report ? Explain with the help of a format.
5. Explain different types of security equipment used in the following areas. 5x4=20
 - (a) Hotel lobby
 - (b) Guest room
 - (c) Service areas
 - (d) Open areas (around hotel)

6. As a rooms division manager in a large hotel, what measures would you put forth to prevent fire accidents ? Also explain the importance of fire safety in the organisation. 20
7. What is the foreign exchange encashment procedure ? Also list out the various documents required while encashing foreign exchange. 20
8. (a) "Night audit can prevent revenue loss due to frauds and corrupt practices by employees". List at least 5 common accounting and billing frauds. Also explain how a night audit can stop them from occurring. 10x2=20
- (b) Enunciate the accounting, management and marketing reports that are typically generated during the night audit process.
9. Briefly explain the importance of : 5x4=20
- (a) SOPs in operation
- (b) Setting up of productivity standards
- (c) PMS
- (d) Stock taking/Inventory.
10. (a) "Standard Purchase Specifications are an aid to better management of supplies and inventory". Comment. 10x2=20
- (b) What are the points to be kept in mind while setting up a minimum par and maximum par for non-recycled items ?
-