

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT**

**Term-End Examination
December, 2013**

MHY-006 : FRONT OFFICE MANAGEMENT

Time : 3 hours

Maximum Marks : 100

- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*

1. What is the importance of group reservation to the hotel ? Explain the group arrival procedure in detail. 20
2. List and explain the different functional areas of front office. " Front office is nerve centre of the hotel". Justify. 10x2=20
3. Describe the concept of MIS (Management Information System) in front office operations. 20
4. What do you understand by Customer Satisfaction? Explain technique to measure " Customer Satisfaction " in a large hotel. 20
5. Write short notes on the following : (any four)
 - (a) City Ledger 5x4=20
 - (b) Time and Motion study
 - (c) Visitors Paid Out
 - (d) Relationship Marketing
 - (e) Travel Desk

6. "Training and Supervision are critical components in effective delivery of guest satisfaction in Hospitality". Discuss. 20
7. Define overbooking. What are the advantages and disadvantages of overbooking ? 20
8. How guest histories can be used to enhance guest services and customer satisfaction. Explain. 20
9. (a) Differentiate between Passport and Visa.
(b) Explain different types of visa. 10x2=20
10. Write short notes on the following : (any four)
(a) Allowance 5x4=20
(b) Use of work Study Method
(c) Up - selling
(d) Benefits of Service quality
(e) C - form
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