MBA IN INTERNATIONAL HOSPITALITY MANAGEMENT

00377

Term-End Examination

December, 2012

MHY-006 : FRONT OFFICE MANAGEMENT

Time : 3 hours *Maximum Marks : 100*

Note : (i) Attempt **any five** questions.

(ii) **All** questions carry **equal** marks.

1. Discuss the various aspects of computer **20** applications in Hotels and explain the importance of Management Information System to the front office and House-Keeping departments.

2. Give organisational set up of the front office **20** department of a large Hotel and explain briefly functions of the personnel working in the department.

3. Write short notes on the following (*any four*)
    (a) Types of Visa **5x4=20**
    (b) Benefits of service quality
    (c) Group arrival procedure
    (d) Room status Report
    (e) C - form

4. What are the promotional tools used by Hotel to **20** boost the sale during off season ? Explain briefly suggestive selling.

5. 'Complaints are business opportunities and not threats' - Explain the philosophy behind handling guest complaints and what benefits can be derived from complaints ? **20**

6. What are various reports generated by front office department ? How it benefits the management to measure the performance ? **20**

7. What do you understand by customer satisfaction ? What are some of the basic issues surrounding the concept of service and how does service quality ensure customer satisfaction ? **20**

8. Training and Supervision are critical components in effective delivery of Hospitality -- Discuss. **20**

9. What is overbooking and what precautions would you take while overbooking? How you will prevent unwanted skippers ? **20**

10. Differentiate between :(*any four*) **5x4=20**
    (a) City Ledger and Guest Ledger
    (b) Guest Registration Card and Guest-History card
    (c) Average Room Rate and Average- Rate per guest
    (d) Passport and Visa
    (e) Up- selling and Up - grading