

**BACHELOR IN HOTEL MANAGEMENT (BIHM)**

**Term-End Examination**

**December, 2014**

00244

**BHY-035 : FRONT OFFICE MANAGEMENT – I**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt any **five** questions. All questions carry equal marks.*

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1. What is the importance of record-keeping system ? How is record-keeping ensured in non-automated and automated properties ? 20
  
2. List the qualities that are essential for a telephone operator. Write the duties performed by a telephone operator in a star hotel. 10+10=20
  
3. Explain the role played by the GRE (Guest Relations Executive) in a hotel. 20
  
4. What are the factors affecting repeat business in a hotel ? Substantiate your answer with the help of suitable examples. 20

5. Write short notes on the following :  $2 \times 10 = 20$
- (a) Credit monitoring
  - (b) Procedure for handling guest complaints
6. As a Front Office Manager, give the step-by-step standard operating procedures for handling the following situations :  $4 \times 5 = 20$
- (a) Fire in kitchen area
  - (b) A phone call received informing about a bomb threat
  - (c) The floor housekeeping informed that a guest has lifted the bath linen at the time of check-out
  - (d) A guest refusing to pay his bill
7. Write short notes on the following :  $4 \times 5 = 20$
- (a) Call monitoring
  - (b) Format of cash sheet
  - (c) Discrepancy report
  - (d) Message handling
8. A hotel with 200 saleable rooms has just finished a 25-days accounting period and has 1800 rooms sold on double occupancy and 2200 rooms sold on single occupancy. The room sales are totalling to ₹ 60,50,000. Calculate the following :  $4 \times 5 = 20$
- (a) Room Occupancy %
  - (b) Average Room Rate
  - (c) Bed Occupancy
  - (d) Average number of guests per room

9. Explain any *five* of the following :

5×4=20

- (a) Guest folio
- (b) Retention charges
- (c) Accounts Receivables
- (d) ECR
- (e) Log book
- (f) Franking machine
- (g) Yield

10. Explain the various steps that are undertaken to ensure that credits are maintained within the prescribed limits.

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