

**BACHELOR DEGREE IN HOTEL
MANAGEMENT (BIHM)**

Term-End Examination

December, 2015

BHY-046 : FRONT OFFICE MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. Discuss the importance of the night audit to the daily management of a hotel ? List the steps involved. 20
2. Write the formulas for calculating occupancy percentage, double occupancy percentage and average daily rate ? How do these help front office ? 20
3. What is Yield Management ? Why do hotels use this system ? 20
4. Why is it necessary to prepare a room forecast ? What are the components of this management tool ? In addition to the front office manager, who else uses the room forecast ? 20

5. What is upselling ? When is it appropriate ? 20
Discuss a few techniques used by a hotel to upsell to a guest.
 6. Explain the functions of PMS, its advantages and 20
limitations.
 7. What are the rule of thumb approach and the 20
Hubbart formula for establishing room rates ?
How effective do you feel each one is in ensuring
profit for a hotel ?
 8. What steps can front office employees take to 20
control understays and unwanted overstays ?
 9. Discuss in detail the method used to process a 20
reservation with a computerized system.
 10. Explain the technological developments and 20
changing trends which have taken place in
Hospitality Industry.
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