

00222

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT**

Term-End Examination

December, 2015

MHY-006 : FRONT OFFICE MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. Why does a hotel have different types of room rates and room categories ? Discuss the difference between cash and credit settlement. 20
2. What is the importance of front office for a hotel ? List down the different sections of front office and explain the activities of each section. 20
3. "Hotel automation leads to the efficient management of hotel resources and to greater guest satisfaction". Elaborate the various aspects of computer applications in hotels today. 20
4. 'Room is the most perishable commodity in a hotel'. Justify the statement and suggest how will you ensure maximum room occupancy throughout the year by using room selling techniques. 20

5. Write short notes on the following : (any four) $4 \times 5 = 20$
- (a) Guest History
 - (b) Handling customer complaint
 - (c) Suggestive Selling
 - (d) Time and Motion Study
 - (e) Overbooking
6. Explain the term 'Relationship Marketing'. What is its importance and relevance to the marketing of services in the hospitality Industry ? 20
7. (a) What is a passport ? What are the documents necessary for obtaining a passport in India ? $10 \times 2 = 20$
- (b) What is Visa ? What are the different types of Visas issued by the government of India ? Explain each in brief.
8. How does the quality of products and services affect guest's satisfaction ? Explain in the context of the hospitality Industry with special emphasis on customer value and satisfaction. 20
9. What do you mean by 'Group reservation' ? Explain its importance for a hotel and the procedure to be followed while processing group reservation. 20
10. Differentiate between the following : (any four) $4 \times 5 = 20$
- (a) Reservation and Registration
 - (b) Visitors tabular ledger and Guest weekly Bill
 - (c) Up - selling and Up - grading
 - (d) Sales Mix Report and Revenue Report
 - (e) On-Job Training and Off-Job Training
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