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

Term-End Examination

December, 2017

BHY-046 : FRONT OFFICE MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. Discuss in detail the three methods of establishing room rates for a five star hotel. 20
2. Write an essay on usage of any front office software highlighting its objectives, services, advantages and disadvantages. 20
3. Explain any five tools that front office managers use to evaluate the success of Front office operations. 20
4. What is the role of Night Auditor ? Write step-by-step procedure of preparing Night Auditors Report. 20
5. Write short notes on the following : 2x10=20
 - (a) Ten - Day Forecast
 - (b) Forecast Formula.

6. Explain Return Reservation. Differentiate between Return Reservation and Repeat guests with examples. 20
 7. "Suggestive selling is an important factor in overall Sales Promotion Techniques used by Hotels." Elaborate with suitable examples. 20
 8. "Applying yield management improves the co-ordination between front office and sales department" justify with examples. 20
 9. What is the role of Forecasting in Front Office Operations ? Prepare two forecasting forms. 20
 10. Write an essay on Role of computers in Room Reservation. 20
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