

**MBA IN INTERNATIONAL HOSPITALITY  
MANAGEMENT (MBAIHM)**

00541

**Term-End Examination**

**June, 2012**

**MHY-006 : FRONT OFFICE MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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- Note :** (i) *Attempt any five questions.*  
(ii) *All questions carry equal marks.*
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1. "Computer applications have increased the ease of managing hotel operations." Elaborate the various aspects of computer applications in hotels with special emphasis on MIS. **20**
2. Explain the functional organisation of the Front Office Department and describe the functions of all sections of front office department. **20**
3. Write short notes on the following : (*any four*) **5x4=20**
  - (a) City Ledger
  - (b) Types of Passport
  - (c) Health Regulations for Tourist
  - (d) Check in and check out procedures
  - (e) Overbooking

4. What aspects would you consider for selection and requirement of employees for front office ? 20
5. "Revenue Management is not only the responsibility of the Front Office Manager, Marketing and Sales department but also requires trained and motivated Front office personnel" Elaborate on this statement. 20
6. What do you understand by customer relationship marketing (CRM) ? How CRM will help in retaining Customers ? 20
7. Explain the Inter departmental co-ordination of front office with House keeping, Food and Beverage Service and Sales and Marketing department. 20
8. What is up selling ? When it is appropriate ? What are some things a hotel can do to up sell a guest ? 20
9. Discuss various strategies for handling different types of customers and their complaints. 20
10. Differentiate between : (*any four*) 5x4=20
- (a) Allowances and Visitors paid out
  - (b) Passport and Visa
  - (c) Credit card and Debit card
  - (d) Revenue Report and Sales Mix Report
  - (e) Visitors Tabular Ledger and Guest weekly Bill.