

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

**Term-End Examination
June, 2013**

BHY-046 : FRONT OFFICE MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. What do you understand by Night - auditing ? **5+15**
Write the procedure for conducting
Night - auditing at front - desk.
2. Explain various sales techniques that are used by **20**
front - office personnel to maximise room revenue.
3. (a) Describe the advantages and disadvantages **10+10**
of overbooking.
(b) Explain various Business related marketing
techniques.
4. What are the various / different formulae that **20**
are used to calculate occupancy percentages at
the end of the day at front - desk ?

5. Explain the methods that are available to management for fixing room rent. 20
6. Write notes on : 10+10
- (a) Useful forecasting Data
 - (b) Rule of Thumb Approach
7. Define PMS. Write in detail about the factors that must be kept in mind while selecting PMS for your hotel. 5+15
8. Reservation plays an important role in hotel business. Explain how room reservation is done through GDS - Global distribution system. 20
9. Write short notes on : 20
- (a) Night auditors report
 - (b) Quality assurance and Repeat business
 - (c) Suggestive selling
 - (d) Sample forecast forms
10. Explain Hubbart formula. Merits and demerits of Hubbart formula for setting target Average Price and Actual Average Price. 20
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