

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

June, 2013

**BHY-051 : SPECIALISATION IN ROOM DIVISION
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : All questions carry equal marks.

Attempt any five questions.

1. (a) How would you prepare Rooms division budget ? 10+10=20
(b) What is budgetary control ?

2. What is night auditing ? Briefly explain the 20 different steps in night auditing.

3. What is the importance of market segmentation in tariff fixation ? Define 10 room rates commonly applicable in 5 star hotels. 10+10=20

4. List out the different sales strategies employed by 20 hotels to promote room sale. Explain each in brief.

5. Write short notes on : 5x4=20
- (a) Hubbarts Formula
 - (b) Revenue Management
 - (c) Property Management System
 - (d) Security Management System
6. Keeping in mind the present scenario what are the various safety and security measures adopted by hotels ? 20
7. Explain in detail foreign exchange procedures followed by a hotel. 20
8. What are the different agencies authorised for foreign exchange ? Also list out the different licences and documents used for the same. 20
9. How would you deal with the following situations : 5x4=20
- (a) Drunken guest
 - (b) Scanty baggage guest
 - (c) Bomb hoax
 - (d) Theft (employee and guest)
10. (a) Define PMS. Enumerate the role of PMS in modern day hotel and hospitality industry.
- (b) What is the criteria to be kept in mind while selecting a PMS ? 10+10=20