

MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT

26700
00497

Term-End Examination

June, 2013

MHY-006 : FRONT OFFICE MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt *any five* questions.
(ii) *All* questions carry *equal* marks.

1. Discuss in detail check-in and check-out procedures. 20
2. "Creating a positive impression upon a guest is very important." Explain in terms of qualities required for front office staff. 20
3. Discuss the importance of Management Information System in front office department. 20
4. What is up-selling ? Suggest various techniques of selling. 20
5. Write short notes on the following : (any four) 5x4=20
 - (a) Visitors Tabular Ledger
 - (b) Bell Desk
 - (c) Benefits of Guest History
 - (d) C - Form
 - (e) Suggestive Selling

6. What is the importance of Front office for a hotel ? Explain 20
7. What do you understand by Customer Satisfaction ? Discuss methods to monitor and measure Customer Satisfaction. 20
8. Explain concept of service with example. 20
9. Explain co-ordination between Front-desk and House-keeping ? How it is beneficial for the operation of Hotel ? 20
10. Write Short notes on the following : (any four) 5x4=20
- (a) Overbooking
 - (b) Importance of Training and supervision
 - (c) Visitors Paid out
 - (d) Types of Visa
 - (e) Relationship Marketing
-