

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

Term-End Examination

June, 2014

BHY-046 : FRONT OFFICE MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. What is the concept of yield management ? 20
Explain its application in the hotel industry.
Explain benefits of yield management.

2. Explain the significance of night auditing in a 20
five- star hotel. List out the process of conducting
a night audit.

3. Why is forecasting important for a front office 20
manager ? What information do front office
managers require to develop room availability for
casts ?

4. Why is interfacing important in a property management system and how does a well developed installation plan for PMS assist the management of a hotel ? 20
5. What is a room tariff card ? Explain the different types of rates applicable in a hotels. Explain various factors that are the basis of charging a room rate. 20
6. (a) Write the different steps used in yield management. 10+10=20
- (b) Hotel ABC has 450 rooms. On the given day occupancy was 100% rate is Rs. 5000/-, 150 rooms were sold at Rs. 2700/-, 100 rooms at Rs. 2500/- and rest of the rooms at Rs. 2000/- per room calculate the yield percentage.
7. Explain the following : 10x2=20
- (a) Installing a PMS in a hotel
- (b) Suggestive selling
8. Explain the following : 10x2=20
- (a) Room selling techniques used by front office personnel
- (b) Limiting factors that affect sales in hotels

9. Write short notes on (any four). 5x4=20

- (a) Role of reservation manager in maximising occupancy
- (b) Yield management software
- (c) Hubbart's formula
- (d) Substitute selling
- (e) Group booking
- (f) 'Rule of Thumb' approach

10. Explain in one / two lines (any eight). 8x2½=20

- (a) Over booking
 - (b) Night audit
 - (c) Lead time
 - (d) Fidelio
 - (e) Yield management
 - (f) Return reservations
 - (g) Night auditor
 - (h) Up selling
 - (i) PMS
 - (j) Down selling
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