

00126

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT**

Term-End Examination

June, 2016

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. Discuss the role of front office in a hotel. What role do reservations play in maximising revenue of the hotel ? 20

2. Draw organisation chart of the front office of a Star category hotel. State essential traits and attributes required in a hospitality staff. 20

3. "Computer applications have increased the ease of managing hotel operations". Discuss the importance of management information system and its applications in the front office department. 20

4. Discuss the importance of training and supervision in the field of hospitality industry. What role does 'training' play in helping someone to develop selling abilities ? 20

5. Write short notes on the following : (any four) 5x4=20
- (a) Types of Visa
 - (b) Relationship Marketing
 - (c) Sales Mix Report
 - (d) Health and Economic Regulations
 - (e) Use of Work Study Method.
6. Suggest business related marketing techniques to increase sales. Also explain suggestive selling. 20
7. (a) Discuss the terms 'Guest Satisfaction' and 'Guest Expectations'. 10x2=20
- (b) Explain the philosophy behind handling guest complaints.
8. Explain the procedure of preparing for guest arrival, receiving of guests, registration and common methods by which guest can settle his bills. 20
9. Explain in detail Guest Weekly Bill and Visitors Tabular Ledger. What are its advantages and disadvantages ? 20
10. Differentiate between the following : (any four)
- (a) Passport and Visa 5x4=20
 - (b) Sources of reservation and modes of reservation
 - (c) Visitors paid out and Allowance
 - (d) Room Status Report and Room Revenue Report.
 - (e) Credit card and Debit card.