

00435

**MBA IN INTERNATIONAL HOSPITALITY  
MANAGEMENT**

**Term-End Examination**

**June, 2017**

**MHY-006 : FRONT OFFICE MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

- 
- Note :** (i) *Attempt any five (5) questions.*  
(ii) *All questions carry equal marks.*
- 

1. Discuss briefly the check-in and check-out process followed in a hotel. 20
2. What is 'C'-form ? Discuss in detail the importance of 'C'-form for the hotel and guest. 20
3. Explain the following sections of front office : 4x5=20  
(a) Concierge (b) Reception  
(c) Cashier (d) Travel desk
4. "There is no second chance to create the first Impression." Justify the comment keeping in mind the role of front office with suitable examples. 20
5. Write short notes on (any four) : 4x5=20  
(a) Room Status Report  
(b) Guest History  
(c) Sales mix Report  
(d) VPO  
(e) Visa

6. Explain various techniques used for retaining customers. Elaborate the procedure for handling guest complaints. 20
7. Write short notes on : 2x10=20  
(a) Allowances  
(b) Guest Registration Card
8. What do you understand by upselling ? How upselling helps in maximising and increasing room revenue ? 20
9. Discuss the various sales tools used by front office personnel in Maximising occupancy of the hotel rooms. 20
10. Explain the various health regulations for tourists. 20
-