

00244

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT**

Term-End Examination

June, 2018

MHY-006 : FRONT OFFICE MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. Explain the use of Visitors Tabular Ledger and Guest Weekly Bill in Front Office of a Hotel. Draw performa of a Guest Weekly Bill. 20
2. Define Passport. Discuss requirements for the issuance of passport in India - Also mention the various types of Indian passports. 20
3. Draw Organisation chart of Front Office of a medium sized hotel. List briefly duties performed by different sections of Front Office. 20
4. Explain the role of selection, training and supervision in efficient operations of Front Office Department. 20
5. Discuss the role of Information Technology in the functioning of Rooms Division of a Hotel. 20

6. Explain any four of the following : 5x4=20
- (a) MIS
 - (b) Sales Mix Report
 - (c) Guest History
 - (d) Revenue Report
 - (e) Allowances
 - (f) VPO
7. Discuss the usage of various sales tools in enhancement of sales by Front Office personnel. 20
8. Explain customer value and satisfaction. Suggest methods for retaining customers and handling of customer complaints. 20
9. What is relationship marketing ? Explain methods for monitoring and measuring customer satisfaction. 20
10. Briefly explain any four of the following : 5x4=20
- (a) Over Booking
 - (b) Repeat Guests
 - (c) Return Reservations
 - (d) Work study
 - (e) Health Regulations
 - (f) Types of Visa
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