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

Term-End Examination

June, 2015

BHY-046 : FRONT OFFICE MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. What is Night Auditing ? Discuss the process in detail. 20
2. What is upselling ? Discuss the details of room selling techniques used in front office. 20
3. (a) What is over booking ? 5+15=20
(b) What actions should the front office consider when a guest cannot be accommodated inspite of confirmed reservation ?
4. Discuss the role of yield management team in enhancing room revenue. 20
5. What do you understand by occupancy ratio ? List any five occupancy ratio's with their formulas ? 5+15=20

6. What do you mean by forecasting room availability ? Explain. 20
7. What is PMS ? List and describe the two most common front office software packages of a PMS in a hotel. 20
8. Write short notes on the following : 10+10=20
(a) Rule of Thumb Approach
(b) Hubbart formula
9. (a) Draw a neat format of a 10 - Day forecast form. 10+10=20
(b) How will you forecast following ?
(i) Room availability forecast
(ii) Room Revenue forecast
10. Describe in detail the evolving role of computers in the hotel industry. 20
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