MHY-006

MBA IN INTERNATIONAL HOSPITALITY MANAGEMENT

00028

Term-End Examination

June, 2015

MHY-006 : FRONT OFFICE MANAGEMENT

Time : 3 hours *Maximum Marks : 100*

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

1. Draw the organisation chart of a five star hotel   **20**
    with 500 rooms. Write in detail the duties of a
    receptionist.

2. Differentiate between :   **10+10**
    (a) Visitors Paid Out (V.P.O) and Allowances.
    (b) Guest History Card and Guest Registration
         Card.

3. Explain the term - 'creating the first impression'.   **20**
    How it helps in improving the hotel's sale ?

4. Explain 'five gap model of service quality'.   **20**

5. Find out the room occupancy, double room   **20**
    occupancy, single room occupancy, bed
    occupancy, foreigner's occupancy, Indian
    occupancy. Hotel has 540 lettable rooms and all
    rooms are double on the night of 11th April. Hotel
    had five hundred guests staying in 300 rooms. On
    April 11 night, total number of foreigner's staying
    was 100. On 12th April 50 foreigners and 100
    Indians checked-in 120 rooms and during the day
    (12th April) 200 guests including 140 Indians
    checked-out of 150 rooms.

6. Explain how product knowledge can help in increasing revenue. Substantiate your answer with suitable examples. **20**

7. Write short notes on **any two** : **20**
   (a) Revenue Report
   (b) Guest History
   (c) Sales mix Report

8. Write short notes (**any four**) : **5x4=20**
   (a) Up selling
   (b) Up grading
   (c) Types of Visa
   (d) Group arrival procedure
   (e) 'C' form
   (f) Room Status Report.

9. How would you select a property management system for a hotel ? **20**

10. Write in detail the role of computers in Front Office Operations. **20**

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