

00890

**MBA IN INTERNATIONAL HOSPITALITY  
MANAGEMENT**

**Term-End Examination  
December, 2011**

**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. Evaluate usefulness of Management Information System Reports generated by Housekeeping department. **20**
2. What all preparations are made at various departments of a hotel for a group arrival ? Explain the group arrival procedure in detail. **20**
3. Write short notes on the following : (*any four*)  $5 \times 4 = 20$ 
  - (a) Guest Messages
  - (b) City Ledger
  - (c) Paid Outs
  - (d) Guest History
  - (e) C-Form

4. As Front Office Manager, how would you ensure best RevPAR for your property as compared with similar category hotels in the city ? 20
5. Critically evaluate characteristics of service quality. How would you ensure higher guest satisfaction at each touch point ? 20
6. Explain procedure for walk in guest. Suggest steps to ensure repeat business from this category guests. 20
7. Explain Servqual dimensions of service quality. 20
8. How would you measure guest satisfaction in a large hotel ? 20
9. Explain use of work study method for calculating staff requirements at the Front Office. 20
10. Write brief notes on : (*any four*) 5x4=20
- (a) Best Available Rate
  - (b) Average Room Rate
  - (c) FRRO
  - (d) Concierge Desk
  - (e) Bell Desk
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