

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

**Term-End Examination  
December, 2013**

**BHY-046 : FRONT OFFICE MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. Write an essay on the importance and role of Night Additor in the hotel. **20**
2. (a) What are the factors that are considered while deciding the percentage of over booking ? **10+10=20**  
(b) What measures are taken by management to ensure repeat business ?
3. Maximising occupancy and increasing Average Room Rent is the objective of all hotels. Discuss in detail how this is achieved ? **20**
4. With the help of an example explain how Room Rent is fixed using Roy Hubbarts Room Rent Formula ? **20**

5. A Hotel with 78 sale able rooms just finished a 28 days accounting period and had 1412 rooms sold on double occupancy and 560 rooms sold on single occupancy. The rooms sales totalling to Rs. 28,60,608,87. Calculate the following :  $4 \times 5 = 20$
- (a) Room Occupancy %
  - (b) Average Room rate
  - (c) Bed occupancy %
  - (d) Average No. of guests per room
6. Define forecasting. Discuss the various factors that are kept in mind while forecasting room availability.  $5 + 15 = 20$
7. Write in detail about the modules of property management system.  $20$
8. Explain the technological developments and changing trends which have taken place in Hospitality Industry ?  $20$
9. Discuss the following :  $10 + 10 = 20$
- (a) Auditing process.
  - (b) Useful forecasting data.
10. Write short notes on :  $4 \times 5 = 20$
- (a) Sales tools.
  - (b) Marketing Techniques.
  - (c) CRS.
  - (d) Rule of Thumb Approach.