

**BACHELOR IN HOTEL MANAGEMENT (BIHM)**

**Term-End Examination**

00151

December, 2014

**BHY-046 : FRONT OFFICE MANAGEMENT – II**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Define night audit. Explain in detail the duties of a night auditor working with a non-automated system. 20
2. "Successful implementation of yield management depends on proper communication and co-ordination between various revenue centers." Elaborate on this statement. 20
3. How do 10-day and 3-day forecasts help ensure efficiency in front office operations ? Explain its implications in other departments. 20
4. Briefly explain the following : 2×10=20
  - (a) Types of pricing strategies
  - (b) Reports generated during night audit

5. Explain the importance of forecasting room availability for all hotel operations. What is the formula that can determine the number of rooms available for sale on any given date ? List any five occupancy ratios with their formulae. 20
6. Define Yield management. Write down the concept, objectives and benefits of yield management in relation to front office. 20
7. (a) What are the different sub-sections under the front office module of a PMS ?
- (b) Briefly explain Fidelio Hotel Management System stating its advantages and disadvantages.  $2 \times 10 = 20$
8. Explain the importance of the following :  $2 \times 10 = 20$
- (a) Night Auditors Report
- (b) Installing a PMS in a hotel
9. Write short notes on the following :  $4 \times 5 = 20$
- (a) Discount policy in hotel industry
- (b) Substitute selling
- (c) Group booking
- (d) Hubbart's formula
10. Discuss the different ways of tariff fixation and explain a room tariff card. 20