

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT**

Term-End Examination

December, 2016

MHY-006 : FRONT OFFICE MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : (i) *All questions carry equal marks.*
(ii) *Attempt any five (5).*

1. Explain in detail the reasons for coordination and communication between front office and house keeping departments is important for successful operation of a hotel. **20**

2. Explain the procedures followed for handling guest complaints and maintaining guest relations. **20**

3. Draw the format and write the use of : **2x10=20**
 - (a) Visitor's Tabular Ledger
 - (b) Guest weekly bill

4. What is Relationship Marketing ? Devise a strategy to monitor and measure customer satisfaction. **20**

5. Draw the organisational structure chart for the front office department of a 5 star hotel having 500 rooms. **20**
6. Write short notes on (any four) : **4x5=20**
- (a) Upgrading
 - (b) Overbooking
 - (c) Blanket reservation
 - (d) Group check-in procedure
 - (e) C form
7. Explain in detail : **20**
- (a) Five gap model of service quality
 - (b) Benefits of service quality
8. What is Management Information System (MIS) ? Discuss the softwares being used by hotels for MIS along with their advantages and limitations. **20**
9. Explain the various laws related to guest's safety applicable in hotels. **20**
10. What is a Passport ? Discuss its importance. Explain the different types of Visas. **20**
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