# GUJARAT TECHNOLOGICAL UNIVERSITY
## BHMCT- SEMESTER-V– • EXAMINATION – SUMMER 2018

**Subject Code:153303**                                          **Date:02/05/2018**
**Subject Name: FRONT OFFICE ADMINISTRATION & MANAGEMENT**
**Time:20:30 PM TO 05:00 PM**                          **Total Marks: 70**
**Instructions:**
1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

| | | | |
|---|---|---|---|
| Q.1 | (a) | Explain types of meal plans | 07 |
| | (b) | Define the following | 07 |
| | | 1. High balance report        4. Moment of truth | |
| | | 2. Occupancy percentage     5. Upsell. | |
| | | 3. RevPar | |
| | | 6. PMS                              7. ARR | |
| Q.2 | (a) | Describe the Types of problems faced by guest in hospitality industry. | 07 |
| | (b) | Describe Hubbart's formula | 07 |
| | | **OR** | |
| | (b) | Explain Rule of Thumb Approach | 07 |
| Q.3 | (a) | Explain the features of Quality | 07 |
| | (b) | Explain Night auditing process in detail | 07 |
| | | **OR** | |
| Q.3 | (a) | How will you handle a drunken guest | 07 |
| | (b) | Explain the benefits of TQM | 07 |
| Q.4 | (a) | Explain the following : high balance report & reconciliation of financial transaction | 07 |
| | (b) | Explain various techniques of upselling F&B at hotel. | 07 |
| | | **OR** | |
| Q.4 | (a) | What is the reason for having different types of room keys. | 07 |
| | (b) | Suppose you are a cashier at the front desk of a hotel and a group of people comes with firearms to rob the cash. How you will handle the situation | 07 |
| Q.5 | (a) | Classify fire, explain the principles involved in extinguishing fire | 07 |
| | (b) | Write in brief about automation in hotels | 07 |
| | | **OR** | |

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**Q.5 (a)** You notice smoke coming from the window of a guest room, you alert the security personnel & rush to the room. On reaching the room you find that the guest has placed a DND board outside the room. You knock on the room, but there is no response .    07

    1. What would you do ?

    2. Would you use emergency key to enter the room ?

Would you call the FOM or Duty manager?

**(b)** Write an essay on PMS application in Front office    07

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