

GUJARAT TECHNOLOGICAL UNIVERSITY**BHMCT - SEMESTER-V EXAMINATION – SUMMER 2021****Subject Code:153303****Date: 18/09/2021****Subject Name:Front Office Administration & Management****Time: 02:30 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.
4. Simple and non-programmable scientific calculators are allowed.

		MARKS
Q.1	(a) Define Hospitality	03
	(b) Who is Hotel Entrepreneur	04
	(c) Explain the Importance of Hospitality to the Hotel Entrepreneur	07
Q.2	(a) Write few points on selecting a right PMS for your hotel.	03
	(b) Explain Importance of Man Power in Hospitality	04
	(c) Explain How you will manage the Delivery of Hospitality.	07
OR		
	(c) Explain Moments of Truth in Hotel Service Management	07
Q.3	(a) Who is Night Auditor	03
	(b) What is Night Audit?	04
	(c) Explain How you will develop a Service Management Programme.	07
OR		
Q.3	(a) What is Complaint	03
	(b) What is Room Forecasting	04
	(c) Explain different types of Night Audit Reports.	07
Q.4	(a) What is PMS	03
	(b) Explain Market Based Pricing.	04
	(c) Explain Different Types of Room Rates.	07
OR		
Q.4	(a) How you will deal with Guest Complaint	03
	(b) How you will define Problem as an Opportunity	04
	(c) Explain Types of Problems faced by the Guest	07
Q.5	(a) Explain Different Types of Meal Plan	03
	(b) Explain the Role of Computer in Hotel Front Office	04
	(c) Explain General Principles of Solving Problems	07
OR		
Q.5	(a) Explain the Importance of Hospitality to the Hotel Guest	03
	(b) What is the importance of Budgeting in Front Office	04
	(c) Explain the Term Total Quality Management.	07
