GUJARAT TECHNOLOGICAL UNIVERSITY
BHMCT - SEMESTER– V EXAMINATION – SUMMER 2024

Subject Code: 153303   **Date:21-05-2024**
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)**	Explain the concept of hospitality.	03
	(b)	What are kind of issues faced by Guest in Hospitality Industry?	04
	(c)	How is the room rate pricing determined based on the kind of accommodation?	07
Q.2	**(a)**	Define "Setting Objectives"?	03
	(b)	What are the advantages of employing TQM in hotels?	04
	(c)	What role does night auditing play? Describe the necessary steps.	07
		OR	
	(c)	What are the factors considered for Room Forecasting?	07
Q.3	**(a)**	Write the name of various PMS that are used in the hotel industry.	03
	(b)	What is Tariff?	04
	(c)	Enumerate and describe the "seven" different categories of room rates.	07
		OR	
Q.3	**(a)**	Describe the "moments of truth" for hotel industry.	03
	(b)	Explain the hotel rate price according to the type of room.	04
	(c)	Explain the procedure used to set hotel pricing.	07
Q.4	**(a)**	Write a note on account of guest complaints.	03
	(b)	Write a note on the several room-related reports that the front office generates.	04
	(c)	How would you handle a death incident at the hotel if you were the manager there? Write the procedure step-by-step.	07
		OR	
Q.4	**(a)**	What is Daily Flash Report?	03
	(b)	Discuss evacuation procedure in case of bomb threat in a hotel.	04
	(c)	How will you handle food poisoning of a guest? In Detail	07
Q.5	**(a)**	Explain the Physical structure and positioning of front desk.	03
	(b)	Write a note on Budgeting for point-of-sale front office.	04
	(c)	What is the necessity of a training program for POS for hotel Staff?	07
		OR	
Q.5	**(a)**	Explain in brief Brainstorm.	03
	(b)	Explain in brief automation in hotels.	04
	(c)	Explain in detail various applications used in Property Management System.	07

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