

GUJARAT TECHNOLOGICAL UNIVERSITY

BHMCT- SEMESTER-V EXAMINATION – SUMMER 2025

Subject Code:153303

Date:15-05-2025

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.**

- Q.1** (a) What is PMS? **03**
(b) What are the duties and responsibilities of a night auditor? **04**
(c) Explain Moments of Truth in Hotel Service Management? **07**
- Q.2** (a) Define the terms – Snob Guest, Timid Guest and Chatterbox? **03**
(b) Classify different types of Guest complaints? **04**
(c) Explain the Term Total Quality Management? **07**
- OR**
- (c) Explain type of meal plans? **07**
- Q.3** (a) What do you understand by the term night audit? **03**
(b) Illustrate the factors affecting Room Tariff? **04**
(c) Explain Japanese ‘5-S’ practice in detail? **07**
- OR**
- Q.3** (a) Define the term “Tariff”? **03**
(b) Describe general principles of solving guest problems? **04**
(c) Explain different types of Night Audit Reports? **07**
- Q.4** (a) What is Budgeting? **03**
(b) List any four PMS used in Hotel Industry? **04**
(c) Explain Different Types of Room Rates? **07**
- OR**
- Q.4** (a) What is role of Front Office in a hotel marketing Program? **03**
(b) Define quality, especially in context with Hotel Industry? **04**
(c) Write few points on selecting a right PMS for your hotel? **07**
- Q.5** (a) Define Hospitality? **03**
(b) Who is Hotel Entrepreneur? **04**
(c) Write a report on handling Drunken guest? **07**
- OR**
- Q.5** (a) What is a Guest complaint? Elucidate its value addition in hotel? **03**
(b) A night auditor protects the financial interest of the hotel. Discuss? **04**
(c) Explain the process of fixing room rates? **07**
