

GUJARAT TECHNOLOGICAL UNIVERSITY

BHMCT- SEMESTER-VII EXAMINATION – SUMMER 2025

Subject Code:173303

Date:14-05-2025

Subject Name: Room Division Management - II

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 forms and vouchers are typically used for guest payments? **03**
(b) What is an accounts ledger in front office operations? **04**
(c) How are folios used in front office accounting? **07**
- Q.2** (a) What are the steps for settling guest bills? **03**
(b) What role does promotion play in the marketing mix for a hotel? **04**
(c) How does budgeting impact the management of front office finance? **07**
- OR**
- (c) How is sales promotion used in the hospitality industry? **07**
- Q.3** (a) Explain the process of personal selling in hotel services. **03**
(b) How does public relation (PR) contribute to the success of hotel marketing? **04**
(c) What is the difference between internal and external liaison in hotel operations? **07**
- OR**
- Q.3** (a) How is the security department organized in a hotel? **03**
(b) What are the advantages of in-house security compared to contract security? **04**
(c) What hotel laws must be adhered to in front office security management? **07**
- Q.4** (a) How do you determine hospitality qualities during the hiring process? **03**
(b) What screening methods are used to identify hospitality qualities in candidates? **04**
(c) How can an orientation program be developed for new front office employees? **07**
- OR**
- Q.4** (a) How does employee empowerment improve guest satisfaction? **03**
(b) What skills should be prioritized when training front office staff? **04**
(c) How do you measure the effectiveness of a front office training program? **07**
- Q.5** (a) What principles guide flower arrangements in hotels? **03**
(b) What are the various styles of flower arrangements used in hotels? **04**
(c) What types of flowers and foliage are used in hotel flower arrangements? **07**
- OR**
- Q.5** (a) Why is budgeting important for housekeeping operations? **03**
(b) What formats and forms are commonly used for housekeeping planning? **04**
(c) What are some of the recent trends in housekeeping planning? **07**
