

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BH- SEMESTER- V EXAMINATION – WINTER 2018

Subject Code: 153303

Date: 22/11/2018

Subject Name: Front Office Administration & Management

Time: 10:30 AM TO 01:00 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

4.

- Q.1** (a) How would you develop a service strategy statement? Why is this an important first step in the managing hospitality planning process? **07**
- (b) What are “moments of truth” in a service delivery occasion? How can a front office manager identify them? **07**
- Q.2** (a) What is Night Audit? Explain the Night audit process and its importance in Front office. **07**
- (b) Explain Hubbart formula for determining room rent and average daily rate with example? **07**

OR

- (b) A night auditor protects the financial interest of the hotel. Discuss. **07**
- Q.3** (a) Explain in detail how will you deal with terrorist activity or bomb threat as a front desk employee? **07**
- (b) What are the advantages of reporting accident? Describe the accident report form with the format of the same. **07**

OR

- Q.3** (a) Narrate the pricing of Room Rate on basis of room type. **07**
- (b) Essay the benefits of TQM application in hotels. **07**
- Q.4** (a) What is a Guest complaint? Elucidate its value addition in hotel? **07**
- (b) Explain the process of fixing room rates. **07**

OR

- Q.4 (a)** Write a Detail note on:- **07**
- a. Property Management System
 - b. PMS applications in front Office
- (b)** Selecting a property management system requires skill and experience. **07**
Comment.
- Q.5 (a)** Explain in Detail the following modules of PMS: **07**
- a. Night Audit Module
 - b. Reporting Module
- (b)** Explain the role of front office in a hotel marketing programme. **07**
- OR**
- Q.5 (a)** Explain general principal of solving guest problems. **07**
- (b)** Define Marketing. Explain the basic concept of in-house marketing. **07**
