

GUJARAT TECHNOLOGICAL UNIVERSITY**BHMCT - SEMESTER- V EXAMINATION – WINTER 2019****Subject Code: 153303****Date: 15/11/2019****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.

- Q.1** (a) Explain the concept of hospitality. **03**
 (b) Essay the benefits of TQM application in hotels. **04**
 (c) How would you develop a service strategy statement and give the importance. **07**
- Q.2** (a) Explain Room Forecasting Report. **03**
 (b) List duties and responsibilities of a night auditor. **04**
 (c) What is the importance of Night Auditing? List the steps involved. **07**
- OR**
- (c) Explain the importance of night audit reports and list various night audit reports. **07**
- Q.3** (a) What is Room Rate, Tariff and Rack rate? **03**
 (b) Differentiate between tour group rate & group rate. **04**
 (c) List out and narrate '7' types of Room Rates. **07**
- OR**
- Q.3** (a) Explain Cost based approach of pricing? **03**
 (b) Explain the process of fixing room rates. **04**
 (c) Narrate the pricing of Room Rate on basis of room type. **07**
- Q.4** (a) What are the do's and don'ts in case of fire? **03**
 (b) How will you handle food poisoning of a guest? **04**
 (c) Give the Steps involved in Writing Report regarding unusual event occurred in the hotel. **07**
- OR**
- Q.4** (a) Give an account of guest complaints. **03**
 (b) What steps can a hotel take to protect the hotels and the guest belongings from getting stolen? **04**
 (c) Discuss evacuation procedure in case of bomb threat in a hotel. **07**
- Q.5** (a) Define POS. **03**
 (b) Explain the usage of PMS applications in a hotel. **04**
 (c) Discuss the factors to be considered for the purchase of PMS by a 5-star deluxe hotel. **07**
- OR**
- Q.5** (a) Explain in brief automation in hotels. **03**
 (b) Give the role of Front Office in a hotel marketing programme. **04**
 (c) Discuss in detail the advantages and disadvantages of PMS in hotel. Name any ten reports prepared through PMS. **07**
