

GUJARAT TECHNOLOGICAL UNIVERSITY**BHMCT- SEMESTER-V EXAMINATION – WINTER 2020****Subject Code:153303****Date:27/01/2021****Subject Name:Front Office Administration & Management****Time:10:30 AM TO 12:30 PM****Total Marks: 56****Instructions:**

1. Attempt any FOUR questions out of EIGHT questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

		MARKS
Q.1	(a) What is Total Quality Management?	03
	(b) What are types of problems faced by guest in hospitality industry?	04
	(c) What are types of Room Rates?	07
Q.2	(a) Define Setting Objectives ”?”	03
	(b) How to manage delivery of Hospitality?	04
	(c) Write training program for POS-Point of Sale?	07
Q.3	(a) Write moments of truth in hotel industry.	03
	(b) What are the importance of Night Audit and reports?	04
	(c) What is Tariff?	07
Q.4	(a) Write report about unusual event occurred in the Hotel?	03
	(b) What is Market condition approaching pricing?	04
	(c) Define PMS? Various types of PMS.	07
Q.5	(a) What is cost based approach of Pricing?	03
	(b) What is General Principles of Solving Problems?	04
	(c) What is Devise Incentive Program?	07
Q.6	(a) What are various Night Audit Process?	03
	(b) What is Physical Structures and positioning of Front Desk?	04
	(c) What is Daily Flash Report?	07
Q.7.	(a) Explain about Revenue Reports?	03
	(b) What is brainstorm area of Promotion?	04
	(c) What is Room Forecasting ?	07
Q.8.	(a) What is role of Front Office in a hotel marketing Program?	03
	(b) What is Budgeting?	04
	(c) Write about certain steps while dealing with guest complaint?	07
