

GUJARAT TECHNOLOGICAL UNIVERSITY**BHMCT - SEMESTER-V EXAMINATION – WINTER 2021****Subject Code:153303****Date:16/12/2021****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. Simple and non-programmable scientific calculators are allowed.

		MARKS
Q.1	(a) “Moments of Truth” – Write a note.	03
	(b) What is a Room Forecasting Report.	04
	(c) How is the pricing of Room Rate on basis of room type is decided?	07
Q.2	(a) What is Market Condition Approach method?	03
	(b) Who is a Typsy Guest? How to handle this type of guest.	04
	(c) Explain the role and responsibility of Night Auditor.	07
OR		
Q.3	(c) Narrate Hospitality in your own words.	07
	(a) List any FOUR PMS used in Hotel Industry.	03
	(b) What is Forecasting in terms of budgeting?	04
	(c) What is a complaint? Elucidate its value addition through hoteliers view.	07
OR		
Q.3	(a) Suggest any FOUR PMS used in Hotel Industry.	03
	(b) List out and narrate ‘4’ types of Room Rates.	04
	(c) Write few points on selecting a right PMS for your hotel.	07
Q.4	(a) Point out the various reports generated in Front Office related to rooms.	03
	(b) What is PMS? Explain.	04
	(c) Explain the process of fixing room rates.	07
OR		
Q.4	(a) What is a Promotion in terms of Sales.	03
	(b) What is POS? name any 5 POS.	04
	(c) How to handle a Death in the Hotel? Narrate step by step.	07
Q.5	(a) List any ‘3’ reports generated by Night Audit.	03
	(b) What is Room Rate and Rack rate?	04
	(c) How Guest Comments varies from Guest Complaints.	07
OR		
Q.5	(a) What is the importance of Room discrepancy report?	03
	(b) Write few benefits of TQM in hotels.	04
	(c) What is Night Audit? Explain its importance in Front office.	07
