

GUJARAT TECHNOLOGICAL UNIVERSITY**BHMCT- SEMESTER-V EXAMINATION – WINTER 2022****Subject Code:153303****Date:11-01-2023****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) Define the term “Tariff”.	03
(b) Explain different types of Meal Plan in detail.	04
(c) Explain what is a Rate? Write about various types of rates.	07
Q.2 (a) What is role of Front Office in a hotel marketing Program?	03
(b) Define quality, especially in context with Hotel Industry.	04
(c) Essay the benefits of TQM application in hotels.	07
OR	
(c) Explain Japanese ‘5-S’ practice in detail.	07
Q.3 (a) Define Night Audit.	03
(b) List down the duties and responsibilities of a night auditor.	04
(c) Explain the process of Night Audit in detail with flow chart.	07
OR	
Q.3 (a) Who is Night Auditor?	03
(b) List down the different night auditors report.	04
(c) A night auditor protects the financial interest of the hotel. Discuss	07
Q.4 (a) Write a short note on PMS application in Front Office.	03
(b) Explain in detail the Night Audit Module of PMS.	04
(c) Explain the Role of Computer in Hotel Front Office.	07
OR	
Q.4 (a) What is PMS.	03
(b) List any FOUR PMS used in Hotel Industry.	04
(c) Write few points on selecting a right PMS for your hotel.	07
Q.5 (a) What is Budgeting?	03
(b) Define a Complaint. Explain all types of complaints.	04
(c) Write a report on handling a Bomb threat in hotel?	07
OR	
Q.5 (a) What is brainstorm area of Promotion?	03
(b) What is General Principles of Solving Problems?	04
(c) Write a report on handling Drunken guest?	07
