GUJARAT TECHNOLOGICAL UNIVERSITY
BHMCT - SEMESTER– V EXAMINATION – WINTER 2023

Subject Code:153303   **Date:07-12-2023**
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.**

Q.1	**(a)**	Write a short note on TQM.	**03**
	(b)	Explain Japanese 5s practice.	**04**
	(c)	Explain in detail how to select a PMS for any POS?	**07**
Q.2	**(a)**	What is PMS?	**03**
	(b)	Describe the benefits of Total Quality Management.	**04**
	(c)	What is the role of Front Office in a hotel marketing programme? Explain in detail.	**07**
		OR	
	(c)	Which type of Training Programme should be there for the point of sale?	**07**
Q.3	**(a)**	What are different bases for establishing the end of the day?	**03**
	(b)	Illustrate the factors affecting Room Tariff.	**04**
	(c)	Explain the common methods of market based pricing.	**07**
		OR	
Q.3	**(a)**	Define Rule of Thumb Approach.	**03**
	(b)	Tell us the various meal plans in hotel.	**04**
	(c)	List out and narrate '7' types of Room Rates.	**07**
Q.4	**(a)**	Define the terms – Snob Guest, Timid Guest and Chatterbox.	**03**
	(b)	Classify different types of Guest complaints.	**04**
	(c)	Explain the steps followed for bomb threat by the Front Office department.	**07**
		OR	
Q.4	**(a)**	Define the terms – Irate Guest, Fussy Guest and Socializing Guest.	**03**
	(b)	Describe general principles of solving guest problems.	**04**
	(c)	Illustrate the points to deal with drunken guest.	**07**
Q.5	**(a)**	What do you understand by the term night audit?	**03**
	(b)	What are the duties and responsibilities of a night auditor?	**04**
	(c)	Explain the night audit process in detail.	**07**
		OR	
Q.5	**(a)**	What do you understand by "High Balance Report"?	**03**
	(b)	Describe the various reports prepared by night auditor?	**04**
	(c)	A hotel has 200 rooms and on a certain day, 90 rooms are occupied; 40 rooms are Out of Order; then calculate Occupancy percentage.	**07**

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