

# GUJARAT TECHNOLOGICAL UNIVERSITY

BHMCT- SEMESTER-V EXAMINATION – WINTER 2024

Subject Code:153303

Date:26-11-2024

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) How does hospitality benefit hotel entrepreneurs?	03
	(b) What are the key components in managing the delivery of hospitality?	04
	(c) Explain the concept of Total Quality Management (TQM) in hospitality.	07
Q.2	(a) What are the "moments of truth" in hotel service management?	03
	(b) How can hotels ensure a positive "moment of truth" for guests?	04
	(c) Why is it important to manage guest expectations in hospitality?	07
	<b>OR</b>	
	(c) Explain the Night Audit process.	07
Q.3	(a) What is the significance of daily flash reports in hotel management?	03
	(b) Describe the contents of a Revenue Report generated during the Night Audit.	04
	(c) How does room forecasting help hotel management?	07
	<b>OR</b>	
Q.3	(a) What are Hotel Statistics Reports, and why are they important?	03
	(b) How can a Night Auditor's report assist in daily hotel operations?	04
	(c) What are the key challenges faced during the Night Audit process?	07
Q.4	(a) What is a tariff, and how is it applied in hotels?	03
	(b) Explain the different rate categories in a hotel.	04
	(c) How are room rates typically fixed in the hospitality industry?	07
	<b>OR</b>	
Q.4	(a) What role does customer segmentation play in determining room rates?	03
	(b) How do special events or seasons influence hotel room pricing?	04
	(c) What is the importance of forecasting in setting room rates?	07
Q.5	(a) How can problems in hospitality be viewed as opportunities?	03
	(b) What are common types of problems faced by guests in hotels?	04
	(c) Explain the general principles of problem-solving in the hospitality industry.	07
	<b>OR</b>	
Q.5	(a) What is the function of a Property Management System (PMS) in a hotel?	03
	(b) How do PMS contribute to guest satisfaction?	04
	(c) What are the latest trends in Property Management Systems?	07

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