Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
Bachelor of Hotel Management and Catering Tec - SEMESTER - V EXAMINATION - WINTER 2025

Subject Code: 153303   **Date: 17-11-2025**

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. Use of simple calculators and non-programmable scientific calculators are permitted.

			Marks
Q.1	(a)	What is Total Quality Management?	03
	(b)	What is a Room Forecasting Report?	04
	(c)	What are the types of Room Rates?	07
Q.2	(a)	What is cost based approach of Pricing?	03
	(b)	What is physical structures and positioning of Front Desk?	04
	(c)	Why is it important to manage guest expectations in hospitality?	07

OR

	(c)	A night auditor protects the financial interest of the hotel. Discuss.	07
Q.3	(a)	What is role of Front Office in a hotel marketing Program?	03
	(b)	Define quality, especially in context with Hotel Industry.	04
	(c)	Explain the role and responsibility of Night Auditor.	07

OR

	(a)	Write a short note on "Moments of Truth".	03
	(b)	Who is a Typsy Guest? How to handle this type of guest?	04
	(c)	Explain in detail how will you deal with bomb threat as a front desk employee?	07
Q.4	(a)	What are the do's and don'ts in case of fire?	03
	(b)	Describe general principles of solving guest problems.	04
	(c)	Essay the benefits of TQM application in hotels.	07

OR

	(a)	What do you understand by "High Balance Report"?	03
	(b)	Write a short note on PMS application in Front Office.	04
	(c)	Explain Japanese '5-S' practice in detail.	07

Q.5 (a) What is brainstorm area of Promotion?   **03**

(b) What is the importance of Room discrepancy report?   **04**

(c) Explain the Role of Computer in Hotel Front Office.   **07**

OR

(a) List any '3' reports generated by Night Audit.   **03**

(b) Point out the various reports generated in Front Office related to rooms.   **04**

(c) What is Night Audit? Explain its importance in Front office.   **07**

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