



Name :

Roll No. :

Invigilator's Signature :

CS / BHM(OLD) / SEM-8 / HM-801 / 2012
2012
FRONT OFFICE

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Very Short Answer Type Questions)

1. Write in brief on the following : 10 × 1 = 10
- a) Yield
 - b) Upselling
 - c) Threshold curves
 - d) Moment of truth
 - e) Booking horizon
 - f) Errand Card
 - g) Bumped reservation
 - h) Appraisal
 - i) Hubbart Formula
 - j) Capacity management.



GROUP – B

(Short Answer Type Questions)

Write short notes on any *three* of the following.

3 × 5 = 15

2. Overbooking.
3. Ego states.
4. Time share concepts.
5. Palace-On-wheels.
6. Barriers of communication.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. 3 × 15 = 45

7. Explain in detail transactional analysis.
8. 'Eco-friendly hotels are a necessity of present day.' Explain.
9. Why do conflicts happen ? What are the ways by which you handle conflicts ?
10. Discuss in detail about new trends in hotel front office.
11. "Hospitality is an important aspects of hotel industry." Explain.
12. How can communication be made effective ?
