CS/BHMCT (NEW)/SEM-4/HM-403/2011

2011
FRONT OFFICE MANAGEMENT

Time Allotted : 3 Hours   Full Marks : 70

The figures in the margin indicate full marks.

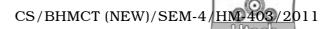*Candidates are required to give their answers in their own words as far as practicable.*

GROUP – A
(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : 10 × 1 = 10

    i) A sales method that involves presenting the least expensive rate first is known as

        a) Up selling   b) Bottom up

        c) Smart selling   d) Discounted selling.

    ii) Yield Management is originated in

        a) Airlines   b) Railways

        c) Cruise lines   d) Hotels.

    iii) ARR stands for

        a) Average room revenue b) Actual room rate

        c) Average rack rate   d) All rooms rate.

    iv) A situation when a hotel books more rooms than its total inventory of rooms is known as

        a) Full House   b) Overbooking

        c) Plus position   d) Minus position.

v) A pricing strategy in which a hotel charges different rates for the same product from different people is known as

   a) Discounted pricing   b) Differential pricing

   c) Selective pricing   d) Yield management.

vi) Rev PAR is

   a) Rate per available room

   b) Revenue per available room

   c) Revenue per room sold

   d) Rate per room sold.

vii) Master budget is also known as

   a) capital Budget   b) Operational Budget

   c) Final Budget   d) Fiscal Budget.

viii) When a guest extends his stay it is termed as

   a) Understay   b) Stay over

   c) Overstay   d) Late departure.

ix) The term 'NO show' means

   a) arrival without reservation

   b) guest skips without paying hotel bill

   c) guest paying hotel bill through credit card

   d) non-arrival of a booked guest.

x) Forecasting is the prediction of future happenings, based on

   a) analysis of bookings

   b) analysis of data

   c) guesswork

   d) experience of the Front Office Manager.

GROUP – B
(Short Answer Type Questions)
Write short notes on any *three* of the following.

$3 \times 5 = 15$

2. Forecasting.

3. Budgeting.

4. Differential rates.

5. Upselling.

6. In-house sales promotions.

GROUP – C
(Long Answer Type Questions)
Answer any *three* of the following. $3 \times 15 = 45$

7. What is meant by forecasting of rooms availability ? What points should one keep in mind while forecasting ?

8. Define budget. What are the different types of budget ? Explain each in detail.

9. How can the use of Rev PAR assist hotel managers in measuring the effectiveness of Front desk staff and marketing managers ?

10. Following are information relates to hotel ABC :
    a)   Number of rooms   300 double rooms
    b)   Rooms under repair   10
    c)   Occupied rooms   210 (all double occupied)
    d)   House count   330

On 2nd march, 2011, 10 double rooms checked out while 20 rooms with double and 10 rooms with single occupancy checked in.

The hotel revenue was Rs. 1,90,210

Calculate the following :

i)   Room occupancy

ii)   Double occupancy

iii)   House count

iv)   Bed occupancy

v)   ARR.

11. What pricing should a hotel follow when the room demand is low and which strategy should be followed when the room demand is high ? Discuss with logical reasons.

12. Following are the details of Hotel Maurya on 3rd March :

In-house guests	80	Arrivals	25
Walk ins	23	Reservations	25
No shows	15	Occupied rooms	55
Overstay	2	under stay	8

Calculate :

a)   No show percentage

b)   Walk in percentage

c)   Understay percentage

d)   Overstay percentage

e)   Double occupancy percentage.