



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BHM/SEM-7/HM-701/2009-10**

**2009**

**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**

**( Objective Type Questions )**

1. Define the following : 10 × 1 = 10

- i) Overbooking
- ii) Electronic locking system
- iii) Yield%
- iv) Booking horizon
- v) Displacement
- vi) Credit limits in hotel
- vii) Rev Par
- viii) Shoulder rate
- ix) Guest folio
- x) ADR.



**GROUP – B**  
**( Short Answer Type Questions )**

Answer any *three* of the following.

3 × 5 = 15

2. Write a short note on the role of computers in front office operations.
3. What are the qualities of a good salesman related to hotel industry ?
4. Write a short note on history of yield management.
5. Write a note on the modern security techniques in hotel industry.
6. Reservation is the backbone of reception. Explain.

**GROUP – C**

( Long Answer Type Questions )

Answer any *three* of the following.

3 × 15 = 45

7. Explain the role of PMS in front office.
8. Define the various types of selling technique and explain in detail.
9. Explain the application of yield management in front office.
10. Explain the procedures for handling travellers cheque, foreign currency, fake currency and credit cards.
11. Explain stepwise the procedures of night auditing.

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