	CS/BHM/SEM-7/HM-701/2009-10 2009
Invigilator's Signature	· :
Roll No. :	As Alexande (N° Executation 2 and Executation
Name :	
	Utech

Time Allotted: 3 Hours Full Marks: 70

FRONT OFFICE

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)

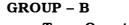
1. Define the following :

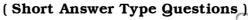
 $10\times1=10$

- 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.

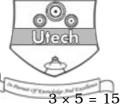
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Answer any three of the following.



- 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. $3 \times 15 = 45$

- 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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