

GUJARAT TECHNOLOGICAL UNIVERSITY
HMCT – SEMESTER – V • EXAMINATION – WINTER 2014

Subject Code: Front Office Administration & Management**Date: 02/12/2014****Subject Name: 153303****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.

- Q.1** (a) Define the problem & types of problems faced by guest in hospitality industry. **07**
(b) How to deal with a guest complaint. **07**
- Q.2** (a) Importance of hospitality to the hotel guest & hotel entrepreneur. **07**
(b) What is Night Audit & its importance in front office? **07**
- OR**
- (b) Explain the Room Forecasting Report. **07**
- Q.3** (a) Managing the delivery of hospitality. **07**
(b) Planning a point of sales in front office and which are the other departments where can be point of sales. **07**
- OR**
- Q.3** (a) Training programmed for Point of Sales. **07**
(b) Night Auditing Process. **07**
- Q.4** (a) Draw the Night Auditor's Report and explain. **07**
(b) Selecting a Property Management System. **07**
- OR**
- Q.4** (a) What is PMS & its applications? **07**
(b) Developing a Service Management Programme. **07**
- Q.5** (a) Establishing Room Rates. **07**
(b) Explain the categories of Rates & how the room Rates are fixed. **07**
- OR**
- Q.5** (a) Role of front office in hotel marketing. **07**
(b) What is the cost based approach of pricing **07**
