

GUJARAT TECHNOLOGICAL UNIVERSITY**B. HMCT – SEMESTER – V • EXAMINATION – WINTER 2013****Subject Code: 153303****Date: 04-12-2013****Subject Name: Front office Administration & Management****Time: 10.30 am - 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) Write out the importance of hospitality to the hotel guest & hotel entrepreneur? **07**
(b) How to handle the unusual events like bomb threats in the hotel. **07**
- Q.2** (a) What is bottom up approach? Explain it by giving suitable example. **07**
(b) What is tariff ? Explain the marginal methods of fixing room rate? **07**
- OR**
- (b) What do you mean by room forecasting? Explain it **07**
- Q.3** (a) What do you mean by cost based pricing of fixing room rates? **07**
(b) What do you mean by Market condition approach of fixing room rates? **07**
- OR**
- Q.3** (a) What is PMS ? Discuss the application of PMS in hotel management **07**
(b) Discuss the various types of rates normally offered by the hotels to its clients **07**
- Q.4** (a) What is Day Revenue Report? Write out the procedure of posting into it. **07**
(b) Who is Night Auditor? Explain the duties and responsibilities of night auditor **07**
- OR**
- Q.4** (a) Differentiate in between floor limit and house limit? **07**
(b) Draw the format of high balance report and explain it? **07**
- Q.5** (a) What is the role of Front Office in a hotel marketing programme? Explain it **07**
(b) Draw the format of day, month and yearly revenue report separately. **07**
- OR**
- Q.5** (a) Give the formula used by the night auditor for checking the guest account balance. Draw the format of night auditing sheet or night clerk's report. **07**
(b) Which type of Training Programme should be there for the point of sale **07**
