

Roll No.

Total No. of Pages : 02

Total No. of Questions : 18

BHMCT (UGC) (Sem.-5)

FRONT OFFICE OPERATIONS & MANAGEMENT

Subject Code : BHMCT-505-18

M.Code : 78551

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students has to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students has to attempt any TWO questions.

SECTION-A

Answer briefly :

- 1) What is Suggestive selling?
- 2) Define CRS.
- 3) Define Forecasting.
- 4) Write about concierge and its role in Front office.
- 5) What is the use of Location form?
- 6) What is Hierarchy of Bell Desk?
- 7) What is difference between Key card and Card key?
- 8) Expand EPABX.
- 9) Give formula for walkin %
- 10) Define No-show.

SECTION-B

- 11) Write about the duties and responsibilities of a Bell boy.
- 12) Write the formula for the forecasting rooms availability.
- 13) Write a note upon the role of Online travel agencies in the hotel sales.
- 14) Give the classification of fire depending upon the combustible material that has caught fire.
- 15) Technology has enabled sales personnel to attract business without leaving their office. Justify.

SECTION-C

- 16) Explain the left Luggage procedure with the required formats.
- 17) Draw a neat format of 3 day forecasting form.
- 18) Explain various sales techniques which sales personnel use to increase the sale of rooms and other hospitality products.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.