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M.Sc.(HMCT) (2015 to 2017) (Sem.-2) FRONT OFFICE MANAGEMENT

Subject Code: MSCHM-204 Paper ID: [A2578]

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 have to attempt any FOUR questions.
- 3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

### **SECTION -A**

#### 1. Write short notes on:

- a) Call Management
- b) Displacement
- c) Contribution to Conservation
- d) Forecasting Bookings
- e) Differential rates
- f) Emergency Management
- g) Rule of thumb approach
- h) Sales Strategies
- i) Merchandising
- j) Tour Operators

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# **SECTION-B**

- 2. Explain the significance of a Daily operations report.
- 3. Write a short note on "Contribution to Conservation".
- 4. Classify Crisis Management with examples.
- 5. Describe the concept of Yield Management.
- 6. Why adequate staffing is necessary for effective Room Sales Management?

## **SECTION-C**

- 7. List the steps in calculating target ARR using Hubbart Formula approach.
- 8. List the steps in handling customer complaints.
- 9. Write an essay on Ecological Sustainability.

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