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Total No. of Pages : 02

Total No. of Questions : 18

BHMCT (Sem.-5)
FRONT OFFICE OPERATIONS - V
Subject Code : BH-306
M.Code : 14564

Time : 3 Hrs.

Max. Marks : 30

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying ONE mark each.
2. SECTION-B contains FIVE questions carrying $2\frac{1}{2}$ (Two and Half) marks each and students has to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying FIVE marks each and students have to attempt any TWO questions.

SECTION-A

Write short notes on/Fill in the blanks :

- 1) a) Define Yield Management.
b) Rate Spread.
- 2) a) Write formula for Occupancy %.
b) Write the formula for Rate spread.
- 3) What is EPABX?
- 4) a) What is Upselling?
b) What does EPABX stands for?
- 5) a) What is the role of Concierge?
b) Yield Management Team consists of _____, _____, & _____ ?
- 6) a) What is Lead Time?
b) What is ARR?

- 7) a) What is Paging?
b) Rev-PAR.
- 8) What is Location Form?
- 9) Define Walk-in guest.
- 10) What is No-show?

SECTION-B

- 11) What is the role of yield management team in increasing yield of the hotel?
- 12) What are the duties and responsibilities of Telephone Operator?
- 13) Elaborate upon various types of Guest's Complaints.
- 14) Give the forecasting formula for forecasting rooms availability.
- 15) What are the various elements of Yield Management?

SECTION-C

- 16) What are the different data required for Forecasting? Also discuss the benefits of Forecasting.
- 17) Elaborate upon the standard step by step certain guidelines known as "Telephone Manners" used by telephone operators when speaking with guests.
- 18) Revenue Managers seek to maximize revenue by controlling forecast information with the help of the three tools. Explain those three tools.

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.