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Total No. of Pages : 02

Total No. of Questions : 09

M.Sc.(HMCT) (2016 to 2017) (Sem.-2)

FRONT OFFICE MANAGEMENT

Subject Code : MSCHM-204

M.Code : 71455

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

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.

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.