

Register Number

Name of the Candidate:

M.Sc. DEGREE EXAMINATION, May 2015

(HOTEL MANAGEMENT)

(FIRST YEAR)

511/510: ADVANCED FRONT OFFICE MANAGEMENT

(Old and New Regulations)

Time: Three hours

Maximum: 75marks

Answer any FIVE questions

(5× 15=75)

1. a) Define the term hotel. Trace the origin and growth of hotel industry in India.
b) What are the selling techniques are required for front office staff? Explain.
2. a) Explain the mailing system followed in a front office.
b) What are the control system are followed in a hotel front office? Explain.
3. a) Explain the various s reservation enquiry system in front office.
b) What are the various reservation records are followed in front office? Explain.
4. a) Explain the procedure for "Check-Out".
b) Write a short note about
 - i) Cancellation hour
 - ii) GDS
 - iii) No -Show
 - iv) Allotment
 - v) Group Reservation
5. a) Explain the concept of yield management.
b) What you understand by market share? How can it be used to analyse the performance of hotel?
6. a) How can you calculate the occupancy percentage? Illustrate with an example.
b) Explain the role of software in yield management.
7. a) Explain and draw a sample "Message Slip".
b) Explain and draw a "Whitney Slip".
8. a) Explain the procedure for handling guest complaints.
b) List out various guest service? Explain.
9. a) Draw the hierarchy of PMS.
b) Explain detailed note on Bad debt Account.
10. a) How will you deal with bomb threat as a front office desk employee?
b) What are the reasons for having different types of room keys?
