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Total Pages : 4

Roll No. -----

BHM-704ET

Front office Management

Bachelor of Hotel Management (BHM)

7TH Semester Examination-2024 (June)

TIME: 2 Hours

Max Marks: 35

Note : This paper is of Thirty Five (35) marks divided into Two (02) Section A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

SECTION – A

(Long-answer - type questions)

Note : Section 'A' contains Five (05) long-answer-type questions of Nine and Half (9½) marks each. Learners are required to answer any Two (02) questions only.

(2×9 ½ =19)

P.T.O.

1. Discuss the role of the front office in the overall revenue generation of a hotel. How does the front office contribute to maximizing profits?
2. Describe the importance of effective interdepartmental communication between front office department and housekeeping department. Give suitable examples to explain “how this relationship impacts guest satisfaction”
3. Write in detail about the role of Property Management Systems (PMS) in front office operation. How do PMS enhance efficiency and accuracy in managing hotel operations?
4. What are various key staffing challenges in the hospitality industry? Describe the recruitment process for front office staff.
5. What are the duties and responsibilities of a front office manager in a five star hotel? Also write job specification of front office manager.

SECTION – B

(Short – answer – type questions)

Note: Section ‘B’ contains eight (08) short- answer type questions of Four (04) marks each. Learners are required to answer any Four (04) questions only.

(4×4=16)

1. Explain in your own language that “why effective communication is between departments important in a hotel?”
2. Write any two common front office layouts that are in popular in hotels.
3. How do system-wide reservations benefit a hotel’s front office operations?
4. What do you understand by registration? What information is basically collected during guest registration?
5. What is the term check out indicate? Write the standard procedures for guest checkout.
6. Write any three strategies for promoting in-house sales in a hotel.
7. What is revenue management and why is it important in the hospitality industry? Explain.

8. How should a hotel handle emergencies to ensure guest safety and security?
