

E174

B.H.M. EXAMINATION, 2020

(Fifth Semester)

(Old Scheme) (Re-appear Only)

(BHM)

BHM307

FRONT OFFICE MANAGEMENT

Time : 3 Hours]

[Maximum Marks : 75

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

Unit I

1. Discuss the 'Job Description' of Night Auditor in a five star hotel.
2. Discuss the process of Night Auditing.

Unit II

3. Define Yield Management and its objectives in detail.
4. Discuss the techniques that are used in Yield Management.

Unit III

6. Discuss the concept of Ownership Structure of a hotel and discuss its merits and demerits in short.
6. Explain the concept of Franchise and discuss its advantages and disadvantages in brief.

Unit IV

7. What is PMS and its significant in Front office department in a hotel.
8. Explain the usability of computer in Front office department in a Large Hotel.