Seat No.:	Enrolment No.

Subject Code: 153303

GUJARAT TECHNOLOGICAL UNIVERSITY BHMCT- SEMESTER- V • EXAMINATION – SUMMER 2015

Date: 11/05/2015

Subject Name: Front Office Administration & Management Time: 02.30pm-05.00pm Instructions: 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks.			
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Q.1	(a) (b)	Write about Total Quality Management. What is Night Audit? And explain what is a Night auditor's Report?	07
Q.2	(a)	What is a Tariff? List out types of Tariff	07
	(b)	Explain the importance of Market Condition Approach.	07
		OR	
	(b)	Write the Job description for Night Auditor.	07
Q.3	(a)	Explain what is a Rate? Write about various types of rates.	07
	(b)	Define a Complaint. Explain all types of complaints.	07
		OR	
Q.3	(a)	What is an unusual complaint? Give THREE examples	07
	(b)	What is a PMS? Write the importance of PMS.	07
Q.4	(a)	What is a POS? How to plan for POS?	07
	(b)	Write a report on handling a Bomb threat?	07
		OR	
Q.4	(a)	What are the types of reports generated by Night Auditor? Explain	
	(b)	What is Revenue Management?	07
Q.5	(a)	What is a Cost Based Approach in pricing a Room Rate.	07
	(b)	How to select a PMS for any POS?	07
		OR	
Q.5	(a)	Explain the difference between Comment and a complaint. What is the role of Front office in Marketing.	07 07
	(b)	What is the role of Front office in Marketing.	07
