

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**BE / BHMCT – SEMESTER V– EXAMINATION – SUMMER 2016**

**Subject Code: 153303****Date:21/11/2016****Subject Name: Front Office Administration and Management****Time:10:30 AM to 1:00 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

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|------------|------------|--|-----------|
| <b>Q.1</b> | <b>(a)</b> | Write about Total Quality Management.                              | <b>07</b> |
|            | <b>(b)</b> | What is a Tariff? List out types of Tariff                         | <b>07</b> |
| <b>Q.2</b> | <b>(a)</b> | what is Night Audit? And explain what is a Night auditor's Report? | <b>07</b> |
|            | <b>(b)</b> | Explain the importance of Market Condition Approach.               | <b>07</b> |
| <b>OR</b>  |            |  |           |
|            | <b>(b)</b> | What is a Cost Based Approach ?                                    | <b>07</b> |
| <b>Q.3</b> | <b>(a)</b> | Write the Job description for Night Auditor.                       | <b>07</b> |
|            | <b>(b)</b> | Explain Market Condition in room rates.                            | <b>07</b> |
| <b>OR</b>  |            |  |           |
| <b>Q.3</b> | <b>(a)</b> | Define a Complaint? Explain all types of complaints.               | <b>07</b> |
|            | <b>(b)</b> | Explain what is a Rate? Write about various types of rates.        | <b>07</b> |
| <b>Q.4</b> | <b>(a)</b> | What is a POS? How to plan for POS?                                | <b>07</b> |
|            | <b>(b)</b> | Write a report on handling a Bomb threat?                          | <b>07</b> |
| <b>OR</b>  |            |  |           |
| <b>Q.4</b> | <b>(a)</b> | What is an unusual complaint? Give THREE examples                  | <b>07</b> |
|            | <b>(b)</b> | What is a PMS? Write the importance of PMS.                        | <b>07</b> |
| <b>Q.5</b> | <b>(a)</b> | Explain the difference between Comment and a complaint.            | <b>07</b> |
|            | <b>(b)</b> | What is the role of Front office in Marketing.                     | <b>07</b> |
| <b>OR</b>  |            |  |           |
| <b>Q.5</b> | <b>(a)</b> | What is a Cost Based Approach in pricing a Room Rate.              | <b>07</b> |
|            | <b>(b)</b> | How to select a PMS for any POS?                                   | <b>07</b> |

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