Seat No.: _____ Enrolment No._____

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.**

Q.1	**(a)**	Write about Total Quality Management.	**07**
	(b)	What is a Tariff? List out types of Tariff	**07**
Q.2	**(a)**	what is Night Audit? And explain what is a Night auditor's Report?	**07**
	(b)	Explain the importance of Market Condition Approach.	**07**
		OR	
	(b)	What is a Cost Based Approach ?	**07**
Q.3	**(a)**	Write the Job description for Night Auditor.	**07**
	(b)	Explain Market Condition in room rates.	**07**
		OR	
Q.3	**(a)**	Define a Complaint? Explain all types of complaints.	**07**
	(b)	Explain what is a Rate? Write about various types of rates.	**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 is an unusual complaint? Give THREE examples	**07**
	(b)	What is a PMS? Write the importance of PMS.	**07**
Q.5	**(a)**	Explain the difference between Comment and a complaint.	**07**
	(b)	What is the role of Front office in Marketing.	**07**
		OR	
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**

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