Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY

B. HMCT – SEMESTER – V • EXAMINATION – WINTER 2013

Subject Code: 153303 Date Subject Name: Front office Adminstration & Management			
Ti	me: 1 structi	10.30 am - 01.00 pm ons: . Attempt all questions Make suitable assumptions wherever necessary.	
Q.1	(a) (b)	Write out the importance of hospitality to the hotel guest & hotel entrepreneur? How to handle the unusual events like bomb threats in the hotel.	07 07
Q.2	(a) (b)	What is bottom up approach? Explain it by giving suitable example. What is tariff? Explain the marginal methods of fixing room rate? OR	07 07
	(b)	What do you mean by room forecasting? Explain it	07
Q.3	(a) (b)	What do you mean by cost based pricing of fixing room rates? What do you mean by Market condition approach of fixing room rates?	07 07
		OR	
Q.3	(a) (b)	What is PMS? Discuss the application of PMS in hotel management Discuss the various types of rates normally offered by the hotels to its clients	07 07
Q.4	(a) (b)	What is Day Revenue Report? Write out the procedure of posting into it. Who is Night Auditor? Explain the duties and responsibilities of night auditor OR	07 07
Q.4	(a) (b)	Differentiate in between floor limit and house limit? Draw the format of high balance report and explain it?	07 07
Q.5	(a) (b)	What is the role of Front Office in a hotel marketing programme? Explain it Draw the format of day, month and yearly revenue report separately. OR	07 07
Q.5	(a)	Give the formula used by the night auditor for checking the guest account balance. Draw the format of night auditing sheet or night clerk's report.	07

(b) Which type of Training Programme should be there for the point of sale

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