Seat No.:	Enrolment No.

## GUJARAT TECHNOLOGICAL UNIVERSITY HMCT – SEMESTER – V• EXAMINATION – WINTER 2014

Subject Code: Front Office Administration & Management Date: 02/12/20 Subject Name: 153303		14	
Ti	me:10 tructio	0:30 am to 01:00 pm Total Marks: '	70
	2.	Make suitable assumptions wherever necessary.	
Q.1	(a) (b)	Define the problem & types of problems faced by guest in hospitality industry. How to deal with a guest complaint.	07 07
Q.2	(a) (b)	Importance of hospitality to the hotel guest & hotel entrepreneur.  What is Night Audit & its importance in front office?  OR	07 07
	<b>(b)</b>	Explain the Room Forecasting Report.	07
Q.3	(a) (b)	Managing the delivery of hospitality.  Planning a point of sales in front office and which are the other departments where can be point of sales.	07 07
		OR	
Q.3	(a) (b)	Training programmed for Point of Sales.  Night Auditing Process.	07 07
Q.4	(a) (b)	Draw the Night Auditor's Report and explain. Selecting a Property Management System.  OR	07 07
Q.4	(a) (b)	What is PMS & its applications? Developing a Service Management Programmme.	07 07
Q.5	(a) (b)	Establishing Room Rates.  Explain the categories of Rates & how the room Rates are fixed.  OR	07 07
Q.5	(a) (b)	Role of front office in hotel marketing. What is the cost based approach of pricing	07 07

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