

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

Hotel Management & Catering Tech.- First Year- Examination –May/June- 2011

Subject code:510004

Subject Name : Front Office Operation - I

Date:30/05/2011

Time: 10.30 am – 01.00 pm

Total Marks: 70

Instructions:

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

- Q1.** **14**
- (a) What is the job of front office in the hospitality industry?
 - (b) Mention the main classification of hotels?
 - (c) What is the difference between lanai and cabana room?
- Q2.** **14**
- (a) Draw the organization chart of front office of a 40 room property. **7**
 - (b) What is the job responsibility of a front office manager? **7**
- OR**
- (b)What is the role of Duty Manager at front desk? **7**
- Q3.** **14**
- (a) What is the importance of proper telephone communication?
 - (b)What are the don'ts of telephonic communication?
 - (c) What is the procedure of transferring a call?
- OR**
- Q3.** **14**
- (a) What is the procedure of screening a call?
 - (b) Draw the format of a reservation form?
 - (c) What information does a reservation agent need to create a reservation record?
- Q4.** **14**
- (a) What is no show guest?
 - (b) What are the types of reservation?
 - (c) What is the main purpose of the confirmation letter?
- OR**
- Q4.** **14**
- (a) Draw the format of a registration form.
 - (b) What are the seven steps of the registration process?
 - (c) What is the check in procedure of a walk-in guest?
- Q5.** **14**
- (a) What is the importance of attitude in our industry?
 - (b) How does positive body language help in the growth of attitude?
 - (c)What is up selling? And how does a front desk agent help in doing it?
- OR**
- Q5.** **14**
- (a) What is the difference between walk-in and walking guest?
 - (b) How does a hotel goal relate to it's mission statement and in inter departmental growth?
 - (c) What is a guest cycle?