

Jamia Hamdard
School of Management and Business Studies
Department of Hotel Management & Catering Technology
Roll No...
Even Semester Examination - July 2024
BHM VI Semester
Subject Code: BHM603 (Front Office Management II)

Duration: 3 Hour

Max. Marks -75

Section A - Short Answer

(5X6=30)

Note: Attempt any Six Questions, All questions carry equal marks

- Q1: Elaborate about Mice Tourism.
- Q2: Differentiate between Upselling and Cross Selling.
- Q3: Explain importance of SOP's.
- Q4: How does Forecasting aid in business development?
- Q5: What is a budget?
- Q6: "Operational cost requires constant monitoring", Explain.
- Q7: What is a duty roaster?
- Q8: Enunciate the concept of Yield Management.
- Q9: Differentiate between ARR and ADR.

Section B-Long Answer

(15X3=45)

Note: Attempt any Three Questions; All questions carry equal marks

- Q1: Explain how resort hotel can maximize its off season revenue?
- Q2: How does Front office personnel can maximize Selling?
- Q3: What are the various mechanisms used in pricing of Hotel room?
- Q4: What are the various sources of indirect reservation in a hotel?
- Q5: Explain importance of Departmental budgeting along with types of Budgets.
- Q6: Write down how concept of yield management is implied in Hotel Front Office.