Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY BHMCT - SEMESTER-V EXAMINATION - WINTER 2015

Subject Code: 153303		t Code: 153303	Date:05/12/2015	
	Subject Name: Front Office Administration & Management			
		10:30am to 1:00pm	Total Marks: 70	
In	structi	ions: 1. Attempt all questions.		
		2. Make suitable assumptions wherever necessary.		
		3. Figures to the right indicate full marks.		
Q.1	(a)	What is Hospitality and its importance in Hotel?		07
	(b)	What is Night Audit? Explain its importance in Front office.		07
Q.2	(a)	What is Room Rate, Tariff and Rack rate?		07
	(b)	List out and narrate '7' types of Room Rates.		07
		OR		
	(b)	Narrate the pricing of Room Rate on basis of room type.		07
Q.3	(a)	What is Room Forecasting?		07
	(b)	Explain the process of fixing room rates.		07
		OR		
Q.3	(a)	Explain the role and responsibility of Night Auditor.		07
	(b)	Who is a Typsy Guest? Narrate.		07
Q.4	(a)	What is PMS? Explain its importance.		07
	(b)	What is POS? List out 5 POS in hotel.		07
O 4	(a)	OR		07
Q.4	(a) (b)	What is a complaint? Elucidate its value addition? List any FOUR PMS used in Hotel Industry.		07 07
	(D)	List any FOOR FMS used in Floter findustry.		U/
o =		NY '		^=
Q.5	(a)	Write an essay on Hotel Automation.		07
	(b)	Explain Japanese '5-S' practice.		07
		OR		
Q.5	(a)	Write few points on selecting a right PMS for your hotel.		07
•		Essay the benefits of TQM in hotels.		07
