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Total No. of Pages : 02

Total No. of Questions : 09

BHSRM (2014 & Onwards) (Sem.-2)
CUSTOMER SERVICE AND FRONT OFFICE
Subject Code : BHSRM-201
M.Code : 46506

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt ANY FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt ANY TWO questions.

SECTION-A

1. Write short notes on :

- a) What is customer service?
- b) Customer retention
- c) Reception
- d) Log book
- e) EPABX
- f) Concierge
- g) Class A fire
- h) Safe deposit lockers
- i) Lost and found procedure
- j) Voice mail

SECTION-B

2. Discuss the importance of customer service in Spa industry.
3. What do you understand by Guest cycle?
4. Write a short note on Property Management System.
5. Explain call accounting systems.
6. What is the procedure for coordinating special guest services?

SECTION-C

7. Write an essay on the challenges of customer service.
8. “Co-ordination with other department is essential for Front office”, Justify the statement?
9. How do you maintain a high level of security for staff and customers?

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.