

Roll No.

[illegible]

Total No. of Pages : 02

Total No. of Questions : 09

B.Voc. (Tourism and Hospitality Management) (Sem.-5)

FRONT OFFICE MANAGEMENT

Subject Code : BVHCM501-19

M.Code : 91325

Date of Examination : 23-12-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS 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 briefly :**
 - a) MICE
 - b) Marginal Pricing
 - c) Refining Budget
 - d) Budget cycle
 - e) Credit Limit
 - f) Thumb Rule
 - g) Formula for Occupancy %
 - h) Tariff Structure
 - i) Duty Rota
 - j) Zero based budget.

SECTION-B

2. Define the role of sales and marketing department in hotels.
3. Who are travel agents and tour operators? Differentiate.
4. Explain the advantages of budgetary control.
5. Write down the process of making budget in front office department.
6. Write about the methods which are adopted for pricing rooms through Market Condition Approach.

SECTION-C

7. Draw a neat monthly duty roaster for 15 front office staff working in all shifts.
8. Write about the coordination of front office department with other departments emphasising more upon sales and marketing departments in hotels.
9. Define Budgeting. What are different factors affecting budgeting?

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