

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BHMCT (Sem.-6)
FRONT OFFICE OPERATIONS - V
Subject Code : BH-306
M.Code : 14564

Time : 3 Hrs.

Max. Marks : 30

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying ONE mark each.
2. SECTION-B contains FIVE questions carrying 2½ (Two and Half) marks each and students has to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying FIVE marks each and students have to attempt any TWO questions.

SECTION-A**1. Write short notes on :**

- a) Market Segmentation Report
- b) Yield statistic
- c) PBX
- d) Local Occupancy percentage
- e) Wake up call
- f) Occupancy percentage
- g) Elasticity of demand
- h) Forecast formula
- i) Magic words
- j) Duration control

SECTION-B

2. Explain the concept of Capacity management.
3. Describe the role of telephone exchange in hotel.
4. What are the barriers to effective communication?
5. List few skills required to handle guest problems effectively.
6. Write and explain any three formulas used in measuring yield.

SECTION-C

7. Explain different reports generated from Yield management software.
8. Describe the importance of Yield Management team.
9. List and explain the qualities and role of a telephone operator.

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.