

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BHMCT (Sem.-6)
FRONT OFFICE OPERATIONS - V
Subject Code : BH-306
Paper ID : [C0337]

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 2¹/₂ (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) Yield Management
- b) Booking Graph
- c) EPABX
- d) Double occupancy percentage
- e) Barriers to communication
- f) Average Daily rate
- g) Selective overbooking
- h) Room availability position
- i) Effective communication
- j) Discount Allocation

SECTION-B

2. Explain the concept of Yield management.
3. List the qualities of a telephone operator.
4. Write a short note on Forecasting techniques.
5. List the steps in handling guest complaints.
6. Explain Forecast Formula with example.

SECTION-C

7. Explain the importance of effective communication in hotel industry.
8. Describe potential high and low demand tactics for free individual travelers.
9. Write and explain any five formulas used in measuring yield.