

School of Hospitality

**Bachelor of Science in Hotel Management
Semester End Examination - Aug 2024**

**Duration : 180 Minutes
Max Marks : 100**

Sem V - I1UB503B - Front Office Management

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Define Family Rate. K1(2)
- 2) Describe the Qualitative Method of Forecasting. Explain how this method relies on expert judgment, opinions, and subjective insights to make predictions about future trends. Outline various qualitative techniques such as Delphi method and market research, and provide examples of how they are used in forecasting. K2(4)
- 3) Outline an overview of the formula used to calculate Operating Expenses for a business. Break down the components included in operating expenses and how they contribute to the overall cost structure of the operation. K2(6)
- 4) Analyze the significance of Amadeus as a global distribution system (GDS) in the travel and hospitality sector. Explain how Amadeus functions as a technology platform connecting various stakeholders such as travel agencies, airlines, hotels, and tour operators. Identify the range of solutions and services offered by Amadeus and how they contribute to streamlining travel-related processes. Support your response with real-world examples. K3(9)
- 5) Examine the concept of Guest History Management within the context of the hospitality industry. Define what guest history entails, including types of information collected and its significance. Plan how effective guest history management enables hotels to personalize guest experiences, improve service quality, and establish long-term relationships. Provide examples of how guest history data can be leveraged to enhance guest satisfaction and loyalty. K3(9)
- 6) Justify the intricacies of rate management in the hospitality sector. Analyze how hotels strategically set room rates based on factors like demand, seasonality, competitor analysis, and guest preferences. Discuss the challenges and benefits of effective rate management in maximizing revenue and maintaining market competitiveness. K5(10)
- 7) Evaluate the integration of the Back Office Module with the Front Office Property Management System (PMS). Analyze how the K4(12)

- module supports financial operations, accounting, and administrative tasks. Discuss how seamless integration with the front office enhances data accuracy and operational efficiency.
- 8) Evaluate and analyze various integrated interface systems employed in Property Management Systems (PMS) within the hospitality industry. Discuss the role of these systems in streamlining operations, enhancing guest experiences, and facilitating data exchange between departments. Compare and contrast different integration approaches and their impact on overall operational efficiency. K5(15)
- 9) Assess the intrinsic connection between the term "budget" and its role in budgetary control within hospitality management. Discuss how budgets serve as benchmarks for measuring actual performance and aid in identifying deviations. Explore how budgetary control techniques such as variance analysis contribute to effective financial management and decision-making. K5(15)
- 10) Evaluate the tariff to be charged using Hubbart's Formula considering the number of rooms to be 100. Given the Desired ROI is INR 50,00,000, operating expenses are INR 25,00,000, and income from other departments is INR 25,00,000. K6(18)