

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BBA IN HOSPITALITY & TOURISM (BBAHT)
EXAMINATION: MAY – 2022
FIFTH SEMESTER

Subject : - Front Office-V (HT18-124514)

Date: 2/6/2022

Total Marks: 60

Time: 2.00 pm to 4.30 pm

Instructions: 1) Each question carries 10 marks.

2) Attempt any 06 questions.

- Q. 1.** Explain on the job training methods in detail **(10)**
- Q. 2.** Define Yield Management and write its importance **(10)**
- Q. 3.** a) Write duties and responsibilities of sales coordinator and marketing manager **(05)**
b) Marketing Mix **(05)**
- Q. 4.** Explain Hotel Sales call procedure in detail **(10)**
- Q. 5.** a) What is Employee Motivation, explain its types. **(05)**
b) Explain any 2 attributes required by sales person in detail. **(05)**
- Q. 6.** What are the challenges and Problems faced in yield management? **(10)**
- Q. 7. Write short notes on.**
- a) Explain performance appraisal **(05)**
- b) What is MIS, Explain **(05)**
- Q. 8. Write down the following terms in Brief. (10)**
1. Cross- selling
 2. PMS
 3. Dismissal process
 4. Promotion
 5. Formula for ADR and ARG
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