

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BBA IN HOSPITALITY & TOURISM (BBAHT)**  
**EXAMINATION: DECEMBER 2022**  
**FOURTH SEMESTER**  
**Subject : - Front Office - IV (HT18-124414)**

**C/CB**  
**60:40**

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**Date: 14/12//2022**

**Total Marks: 60**

**Time: 10.00 am to 12.30 pm**

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**Instructions:** 1) Each question carries 10 marks.  
2) Attempt any 06 questions.

- Q. 1.** Define night auditing and explain night auditing process in detail. **(10)**
- Q. 2.** Write a short note on **(05)**  
a) Destination marketing sales strategies **(05)**  
b) Hotel group sales strategies
- Q. 3.** What are the marketing policies used by front office to increase revenue in hotel. Explain in detail. **(10)**
- Q. 4.** Explain in detail market based tariff fixation. **(10)**
- Q. 5.** a) What are the benefits of forecasting? **(05)**  
b) List and explain in short any 5 reports maintained by night auditor. **(05)**
- Q. 6.** Explain the following **(05)**  
a) Any two types of budget **(05)**  
b) Procedure of handling emergency in hotels.
- Q. 7.** List and explain any 5 types of room rates in detail. **(10)**
- Q. 8.** Answer the following **(10)**  
a) Re-marketing  
b) Cross selling  
c) City accounts  
d) Forecasting  
e) Budgeting
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