

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BBA IN HOSPITALITY & TOURISM (BBAHT)
EXAMINATION: NOVEMBER 2023
FIFTH SEMESTER
Subject : - Front Office-V (HT18-124514)

Date: 24/11/2023

Total Marks: 60

Time: 10.00 am to 12.30 pm

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

- Q. 1.** Explain sales call procedure in detail. (10)
- Q. 2.** A. Define promotion and classify them. (05)
B. Define training and write the importance of training in hotels. (05)
- Q. 3.** What are the challenges and Problems faced in yield management? (10)
- Q. 4.** Explain any 5 types of training in short for the following:
A. on-the job training (05)
B. off-the-job training (05)
- Q. 5.** A. Explain any 5 attributes required by sales person in detail. (05)
B. Write a short note on performance appraisal. (05)
- Q. 6.** Write in detail dismissal procedure in front office. (10)
- Q. 7.** A. Draw organization chart of front office sales department. (05)
B. What is the data required for forecasting? (05)
- Q. 8.** Explain in short (any 5) (10)
a. Yield management
b. Revenue report
c. Motivation
d. Room status report
e. Forecasting
f. Train the Trainer
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