

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BBA IN HOSPITALITY & TOURISM (BBAHT)
EXAMINATION: NOVEMBER 2023
FOURTH SEMESTER
Subject : - Front Office - IV (HT18-124414)

C/CB
60:40

Date: 24/11/2023

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.** List and explain any 5 types of room rates in detail. **(10)**
- Q. 2.** **Write a short note on** **(10)**
a) Destination marketing sales strategies
b) Hotel group sales strategies
- Q. 3.** List and Explain any 5 types of guest rooms. **(10)**
- Q. 4.** Define night auditing and explain night auditing process in detail. **(10)**
- Q. 5.** a) Write duties and responsibilities of night auditor. **(10)**
b) What is the data required for forecasting?
- Q. 6.** a) List and explain in short any 5 reports maintained by night auditor. **(10)**
b) What is the procedure of handling emergency in hotels?
- Q. 7.** What are the marketing policies used by front office to increase revenue in hotel. **(10)**
Explain in detail.
- Q. 8.** **Answer the following (any 5)** **(10)**
a) Re-marketing
b) IOT in hotel industry
c) City accounts
d) Forecasting
e) Destination marketing
f) Cross selling
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