

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BBA IN HOSPITALITY & TOURISM (BBAHT)
EXAMINATION: MAY - 2024
FOURTH SEMESTER

C/CB
60:40

Subject : - Front Office - IV (HT18-124414)

Date: 20/05/2024

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.** Answer the following (10)
a) Upselling
b) Re-marketing
c) Forecasting
d) Overbooking
e) Cross selling
- Q. 2.** Explain in detail rule of thumb approach (10)
- Q. 3.** a) What are the benefits of forecasting? (05)
b) Any two types of budget, explain. (05)
- Q. 4.** a) Write duties and responsibilities of night auditor. (05)
b) What is the data required for forecasting? (05)
- Q. 5.** List and explain any 5 types of room rates in detail. (10)
- Q. 6.** a) Procedure of handling emergency in hotels. (05)
b) Hotel group sales strategies (05)
- Q. 7.** What are the marketing policies used by front office to increase revenue in hotel. (10)
Explain in detail.
- Q. 8.** List and explain in short any 5 reports maintained by night auditor. (10)