

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BBA IN HOTEL AND TOURISM OPERATION**  
**EXAMINATION: MAY 2024**  
**FOURTH SEMESTER**

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

**Subject : - Front Office - I (HO-514414)**

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**Date: 20/05/2024**

**Total Marks: 60**

**Time: 10.00 am to 12.30 pm**

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

**Q. 1 Answer the following: (10)**

1. Cross-selling
2. No-show report
3. Washout factor
4. Discrepancy report
5. Potential revenue

**Q. 2 1. Explain guest ledger and city ledger. (10)**

2. Write in detail front office accounting cycle

**Q. 3 Describe group sales strategy and destination marketing strategy. (10)**

**Q. 4 What are return reservations and how to handle them? (10)**

**Q. 5 1. List and explain any 5 attributes required by a sales team. (10)**

2. What is hospitality desk? Write its roles.

**Q. 6 What are various sales tools to increase revenue in hotels? (10)**

**Q. 7 List and explain 5 types of vouchers with examples. (10)**

**Q. 8 Explain hotel sales call process in detail. (10)**

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