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SARDAR PATEL UNIVERSITY
B.B.A. (HON) HM EXAMINATION
SEMESTER-VIII
THURSDAY, 23rd APRIL 2015
2:30 P.M. TO 4:30 P.M.
UM08EBBT03
GUEST RELATION MANAGEMENT

TOTAL MARKS: 60

- Note: 1. Figures to the right indicate marks of the questions.**
2. Answers should be precise and to the point.

Q.1. (A) Define the term Guest Relation Management. And explain the types of Guests in tourism industry. [15]

OR

Q.1. (A) What is the Role of Guest Relation Executive ? And explain the Telephonic etiquettes. [15]

Q.2. (A) What kind of skills and techniques required when selling the facilities and services with in the hotel ? [15]

OR

Q.2. (A) Explain the following Selling techniques i.e (Attempt any 03) [15]
1. Product knowledge
2. Up-selling
3. Using sales leads
4. Repeat sales
5. Referred sales.

Q.3. (A) What do you mean by Handling Guest Complains and Handling different situations ? Explain both terms. [15]

OR

Q.3. (A) What is the Guest feedback system? And explain about Concierge service in a Hotel? [15]

Q.4. (A) Explain about the Public Relations and Customer satisfaction. [15]

OR

Q.4. (A) What is Customer Relation Programme ? And explain the maintaining good customer relations. [15]