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**SARDAR PATEL UNIVERSITY**  
**FoYBBA (TTM)(HONS.)Sem-VIII EXAMINATION**  
**SUBJECT:GUEST RELATION MANAGEMENT**  
**UM08EBBT03**

Date : 13<sup>rd</sup> April 2016  
Day: Wednesday

Time : 02.30pm to 04.30pm  
Max. Marks: 60

Answer the following Questions:

- Q 1.(a) What do you mean by Guest Relation Management ? How understanding different types of guests help in good GRM (15)  
Or  
(b) Why it is important to keep GRE ?What are the important points to be kept in mind for good telephonic technique. (15)
- Q2.(a) What are the different selling methods ? (15)  
Or  
(b) What do you mean by salesmanship? How you can identify desire market for a product? (15)
- Q3.(a) What is guest feedback? Why it is important to maintain guest feedback ? Prepare a guest feedback form for any one day city tour of your choice. (15)  
Or  
(b) What are the important points for handling guest complaint ?What is concierge service (15)
- Q4.(a) Define public relation. How public relation helps in maintaining good image of a Company? (15)  
Or  
(b) What are the different system of customer relation programme ? (15)

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