

SC

SEAT No. _____

No. of Printed Pages: (01)

[58]

SARDAR PATEL UNIVERSITY
B.B.A. (TTM) EXAMINATION
SEMESTER- VIII
Friday, 13th April 2018
2.00 pm. to 4 pm
UM08EBBT03
Guest Relation Management

TOTAL MARKS: 60

- | | | |
|----|---|----------|
| Q1 | What do you understand by these Selling techniques- product knowledge, up-selling, selling other services, using sales leads, repeat sales, referred sales? | 15 marks |
| Q1 | Elaborate on the Skills and techniques required when selling the facilities and services within the hotel. | 15 marks |
| Q2 | What do you understand by Concierge Services in Tourism industry explain in detail | 15 marks |
| Q2 | How do you handle Guest Complaints and different situations the guest encounter? | 15 marks |
| Q3 | What are the different types of Guests in Tourism industry? Explain Guest relation Management in detail | 15 marks |
| Q3 | What are the duties and responsibilities of Guest Relation Executive? Also explain Telephone Etiquettes? | 15 marks |
| Q4 | What do you understand about Public Relations and customer satisfaction | 15 marks |
| Q4 | What is Customer Relationship Program me? What are the points you will consider for maintaining good customer relations | 15 marks |
