

(A-2)

**Sardar Patel University
Vallabh Vidyanagar**

TYBBA (Hons) HM

SEM – V

Examination- March 2015

FRONT OFFICE & ACCOMMODATION MANAGEMENT-II (UM05EBBH03)

Date: 25/03/2015

Marks: 60

Day: Wednesday

Time: - 10:30am to 12:30PM

Q. 1 (a) What do you mean by Market Based Pricing? What are the factors affecting market based pricing (8)

Q. 1 (b) What do you mean by budgeting? Explain the history method of budgeting. (7)

Or

Q.1 Explain the Hubbart's Formula for fixing room rates with an example. (15)

Q. 2 what are the elements of promotion Mix? Explain with example in relation to service industry (15)

Or

Q.2 (a) Personal Selling process requires a lot of homework and preparation? Explain (7)

Q. 2 (b) How is Public Relation applicable in generating sales in service industry? Explain (8)

Q.3 (a) What are the general principles of solving problems faced by guest in hospitality Industry (8)

Q.3 (b) How will you handle a drunken guest creating problem at lobby? (7)

Or

Q. 3. Justify problem as an opportunity to excel in providing services with suitable examples (15)

Q. 4 How does a front office department maintain good administration? Explain (15)

Or

Q. 4(a) How does the night auditor perform his duties? Explain. (7)

Q.4(b) Calculate the average daily rate and occupancy percentage of a hotel having 350 rooms with 245 rooms sold, and revenue generated is 4,90,000 for the day. Also calculate Rev-Par of the same situation. (8)