

(54 & A-42) Seat No.: \_\_\_\_\_

No. of Printed Pages: (1)

**SARDAR PATEL UNIVERSITY**  
**B.B.A. (HON) HM EXAMINATION**  
**SEMESTER- V**

Friday, 18<sup>th</sup> November 2016

2:00 P.M. To 4:00 P.M.

UM05CBBH03

Front Office and Accommodation Management -II

**TOTAL MARKS: 60**

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

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**Q1(A)** What do you mean by Cost Based Pricing and Market Based Pricing? **(15)marks**  
Explain both.

**OR**

**Q1(B)** Explain about Method of budgeting and explain "RIO".

**Q2(A)** Explain the Elements of Promotion Mix? **(15)marks**

**OR**

**Q2(B)** Explain the following terms....

- Sales Techniques
- Personal Selling
- Public Relation

**Q3(A)** Explain about the handling unusual event such as fire, theft, drunken guest and death etc. with examples. **(15)marks**

**OR**

**Q3(B)** Explain the types of problems faced by the guest in hospitality industry.

**Q4(A)** What do you mean by Room forecasting report? explain it. **(15)marks**

**OR**

**Q4(B)** What do you mean by front office administration? Explain it.

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