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SEAT No. _____

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SARDAR PATEL UNIVERSITY

External Examination - October 2018

T Y BBA (Hons.) TTM
Semester - 5th

Subject: - Guest Relation Management

Code: - UM05CBBT10

Date: - 27/10/2018

Time: - 10: 00 AM To 12: 00 PM

Day: - Saturday

Mark: - 60

Q. 1. What are the different types of tourist in tourism industry? Discuss in brief. (15)

OR

Q. 1. What are the 'Telephone etiquettes' while handling the guest call? Explain the importance 'First Impression'. (15)

Q. 2. What is the importance of 'Product Knowledge' and services in revenue generating for organization? Explain. (15)

OR

Q. 2. Define "up-selling". Explain the skills and techniques required while selling the facilities and services in a 5-Star hotel. (15)

Q. 3. What are the steps involved in handling guest complain? Explain the 'Feedback' system used in hotel. (15)

OR

Q. 3. How 'Guest Data' handling is important in promotion and brand building of hotels? Explain. (15)

Q. 4. What is the importance of maintaining good relation with the guest? Explain the advantage of having skilled people in a hotel. (15)

OR

Q. 4. What is the role of 'Guest Satisfaction and Dissatisfaction' in revenue generation of occupancy of the hotel? Discuss in brief. (15)

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