

Roll No.:

THEORY SPECIAL SUPPLEMENTARY/RE-APPEAR EXAMINATION NOV-2021

Program:	BHM	Year/Semester:	7th Semester
Course/Subject:	Front Office Management	Duration:	02:00 Hrs.
Course/Subject Code:	07010716	Maximum Marks:	40
		Batch:	2016

Instructions: -

1. Write Your Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided correct question paper. Complaint(s) in this regard, if any should be made within 15 minutes of the commencement of the exam. No complaint(s) will be entertained thereafter.
3. All Questions are compulsory. Marks are indicated against each question.
4. Illustrate your answer with diagram wherever required.

SECTION-A

(Very Short Answer Type Questions)

Note: All Questions are compulsory: -

[10X1=10]

S. No.	Question	Marks Allotted
1	What is Intra Department Communication?	1
2	What is division of work?	1
3	What is Late Charges?	1
4	What is PMS?	1
5	What do you understand by revenue management?	1
6	What is dynamic pricing?	1
7	What is Competitive analysis?	1
8	What is CRS?	1
9	What is walk-in interviews?	1
10	What do you mean by term promoting in house sale?	1

SECTION-B
(Short Answer Type Questions)

Note: All Questions are compulsory: -

[3X2=6]

S. No.	Question	Marks Allotted
11	What do you understand by pre arrival?	2
12	What is distribution channel?	2
13	What is the importance of cross selling?	2

SECTION-C
(Descriptive Answer Type Questions)

Note: All Questions are compulsory: -

[3X4=12]

S. No.	Question	Marks Allotted
14	What are new trends and Practices in front office department?	4
15	What is Checkout and also explain the procedure of checkout?	4
16	What is the role of Supervisor in the growth of employee?	4

SECTION-D
(Long Answer Type Questions)

Note: All Questions are compulsory: -

[2X6=12]

S. No.	Question	Marks Allotted
17	Why it is important to understand the customer behaviour for the successful business?	6
18	Explain GDS? Also explain how GDS and PMS are linked together?	6