

Roll No.

MHM–102

Front Office and Public Relations

Master of Hotel Management (MHM–11/16)

First Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 35

Note : This paper is of **thirty five (35)** marks containing **three (03)** sections A, B, C. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of seven and half ($7\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. Define Hotel Classify hotel on the basis of star classification. List the members of star classification committee.
2. Draw the organisational structure (hierarchy) of front office department of a large hotel. What are the duties and responsibilities of front office manager ?
3. Define Public Relation. Give the brief outline of activities of Public Relation Department in terms of hotels.
4. List need of Public relation in hotel. Specify the tools and techniques used for Public Relation.

Section-B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of two and half ($2\frac{1}{2}$) marks each. Learners are required to answer *six* (06) questions only.

1. Mention the attributes of front office staff.
2. Briefly discuss the basis and factors of charging room rate.
3. What do you understand by the term 'Guest Cycle' ? Explain.
4. What are the different types of guest complains. List the complain handling procedure ?
5. Explain the guest departure procedure followed by hotel.
6. What are the importance of Log Book in front office (with format) ?
7. Specify the telephone etiquettes followed in hospitality industry.
8. Define forecasting. What are the importance of forecasting in the hotel ?

Section-C

(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of half ($\frac{1}{2}$) mark each. All the questions of this section are compulsory.

1. Hotels providing gambling facilities are known as (Casino hotel/Downtown hotel)

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2. The room on the top most floor of the hotel is known as (Pent house/Lanai)
3. plan includes room rent and all three major meals. (American Plan/Modified American Plan)
4. The guest who leaves the hotel without setting the bill is called (Skipper/turn down guest)
5. Continental plan includes room rent and continental breakfast. (True/False)
6. is printed rate of room on tariff card. (Rack rate/Crib rate)
7. A room having two separate beds with common head board (Twin room/Hollywood Twin room)
8. Written and Verbal are the modes of reservation. (True/False)
9. marked the beginning of present day hotel industry. (City hotel/Oberoi hotel)
10. SOP stands for Standard Operating Procedure. (True/False)

