

(15)

SEAT No. _____

No. of Printed Pages: 01

SARDAR PATEL UNIVERSITY
B.B.A. (HON) TTM EXAMINATION
SEMESTER-V
TUESDAY, 14th NOVEMBER 2017
10.00 A.M. TO 12.00 P.M.
UM05CBBT10
GUEST RELATION MANAGEMENT

TOTAL MARKS: 60

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

- Q.1. (A) What are the points you will considered in dealing with guest on telephonic etiquettes"? discuss in brief. [15]
- OR
- Q.1. (A) What is the importance of " Guest Relation Management" ? explain the importance of " First Impression" . [15]
- Q.2. (A) Explain the following Selling techniques i.e (Attempt any 03) [15]
1. Up-selling
 2. Using sales leads
 3. Repeat sales
 4. Referred sales.
- OR
- Q.2. (A) What kind of skills and techniques required when selling the facilities and services with in the hotel ? [15]
- Q.3. (A) What is the Guest feedback system? And explain about Concierge service in a Hotel? [15]
- OR
- Q.3. (A) What do you mean by Handling Guest Complains and Handling different situations ? Explain both terms. [15]
- Q.4. (A) What is Customer Relation Programme ? And explain the maintaining good customer relations. [15]
- OR
- Q.4. (A) Explain about the Public Relations and Customer satisfaction. [15]

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