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SARDAR PATEL UNIVERSITY
TY BBA(Hons.) (HM)- SEMESTER-V EXAMINATION

Tuesday, 17 March 2015

10.30 am – 12.30 pm

Subject: Front office & Accommodation Management-II

Code - UM05CBBH03

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 is hurdle rate? Explain in brief about the calculation of rack rates. 7
(B) What do you mean by ROI and history method of budgeting? 8
- OR**
- (i) What is rate thumb rule method? Discuss the types of cost based pricing. 7
(ii) What is top down pricing? Discuss the various methods of market based pricing. 8
- Q.2.** (A) What is night audit report? Discuss in brief about posting procedure. 7
(B) Define stayover, overstay, no-show, early arrival, understay, walk-in and room commitment. 8
- OR**
- (i) Draw the format of day revenue report and explain the posting procedure. 7
(ii) What is room forecasting report? Explain in brief with suitable format. 8
- Q.3.** (A) What is promotion mix? Explain in brief about the various elements of promotion mix. 7
(B) What do you mean by personal selling? Discuss the sales techniques. 8
- OR**
- (i) Discuss the role of public relation in hotel industry. 7
(ii) What do you mean by liaisoning? Discuss its importance in hotel industry. 8
- Q.4.** (A) What is difference between stay over and overstay?? Explain wit example. 7
(B) What is day revenue report? Draw the format of day revenue report. 8
- OR**
- (i) Define problem. Write out the common category of problem faced by the guest in hotel industry. 7
(ii) How to handle bomb threat in hotel? 8