

[4/A7]

SEAT No. \_\_\_\_\_

No. of Printed Pages: 01

**SARDAR PATEL UNIVERSITY**  
**B.B.A. (HON) HM (4 Year) EXAMINATION**  
**SEMESTER-V (NC)**  
**THURSDAY, 9<sup>th</sup> NOVEMBER 2017**  
**10:00 A.M TO 12:00 P.M**  
**UM05CBBH03**

**FRONT OFFICE & ACCOMMODATION MANAGEMENT- II**

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) Explain about the ROI and history method of budgeting. (In detail) (15)
- OR**
- Q.1. (A) Explain the following terms... (15)
1. Cost Based Pricing
  2. Market Based Pricing
- Q.2. (A) Explain the following terms... ( Attempt any two) (15)
1. Personal Selling
  2. Public Relation
  3. Liaison ( Internal and External )
- OR**
- Q.2. (A) What do you mean by the Promotion mix ? Explain the Promotion as an element of marketing mix. (15)
- Q.3. (A) Defining Problem as an Opportunity. And explain types of Problems faced by guest in Hospitality Industry. (15)
- OR**
- Q.3. (A) Explain about handling unusual event such as Fire, Theft, Drunken Guest, Death, and Bomb Threat. (15)
- Q.4. (A) Explain the following reports...( Attempt any two) (15)
1. Day Revenue Report
  2. Monthly Revenue Report
  3. Yearly Revenue Report
- OR**
- Q.4. (A) What do you mean by Front Office reports? Explain about the Room Forecasting Report. (15)

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(1)