

( )

No. of Printed Pages: 01

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

[A-41]

**SARDAR PATEL UNIVERSITY**  
**B.B.A. (HON) TTM EXAMINATION**  
**SEMESTER-VIII**  
**THURSDAY, 13<sup>th</sup> APRIL 2017**  
**2.00 P.M. TO 4.00 P.M.**  
**UM08EBBT03**  
**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) Define the term Guest Relation Management. And explain the types of Guests in tourism industry. [15]**

**OR**

**Q.1. (A) What is the Role of Guest Relation Executive ? And explain the Telephonic etiquettes. [15]**

**Q.2. (A) What kind of skills and techniques required when selling the facilities and services with in the hotel ? [15]**

**OR**

**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.

**Q.3. (A) What do you mean by Handling Guest Complains and Handling different situations ? Explain both terms. [15]**

**OR**

**Q.3. (A) What is the Guest feedback system? And explain about Concierge service in a Hotel? [15]**

**Q.4. (A) Explain about the Public Relations and Customer satisfaction. [15]**

**OR**

**Q.4. (A) What is Customer Relation Programme ? And explain the maintaining good customer relations. [15]**

\*\*\*\*\*