

School of Hospitality

Tourism
ETE - Jun 2023

Time : 3 Hours

Marks : 100

Sem IV - I1UA403T - Hotel Management-2

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. What do you understand by a meal plan? Explain different meal plans offered by hotels. K1 CO1 (5)
2. Differentiate between upselling and discounting with suitable examples from Hotel Industry. K2 CO2 (5)
3. Give detail on HRACC. K1 CO1 (5)
- 4) Examine the history of hotel industry. Enlist the name, year of foundation, parent company and product line of five Indian and five international hotel chains. K4 CO4 (10)

OR

- Draw the organization chart of front office department and write the duties and responsibilities of a front desk agent. K4 CO4 (10)
- 5) Write a detailed note on any four of the following: K3 CO3 (10)
(a) Double Occupancy Percentage (b) House Count (c) ARPG (d) Revenue Report (e) Discrepancy Report (f) CVGR
 - 6) What is the importance of guest registration? Explain various means that are used to register guests in hotels. K2 CO2 (10)
 - 7) Illustrate methods or tools utilized by the front office department to forecast room availability, taking into account factors such as seasonality, historical data, and market trends. K3 CO3 (10)
 - 8) Draw the detailed organizational chart of a Large Hotel & discuss the short description of each department's head. K5 CO5 (15)
 - 9) Discuss the challenges or considerations do hotels face when implementing and managing these revenue management elements, and how can they overcome them to achieve optimal results? K6 CO5 (15)

OR

- As a Front Office Manager, how will you ensure maximum occupancy and maximum revenue during the off-season? Describe your strategies in detail. K6 CO5 (15)
- 10) Enlist the standard amenities provided in a double room and draw the layout of a double room with dimensions of a five-star hotel. K4 CO4 (15)