

**NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2015-2016**

COURSE : 6th Semester of 3-year B.Sc. in H&HA
 SUBJECT : Front Office Management - II
 TIME ALLOWED : 03 Hours MAX. MARKS: 100

(Marks allotted to each question are given in brackets)

Q.1. What is Yield Management? Justify its importance to the hotel industry, highlighting its advantages.

OR

Explain the techniques used by the Front Office Management to maximize rooms revenue.

(10)

Q.2. Hotel Royal Inn has 300 single and 500 double rooms. The rack rate is as follows: Single room on single occupancy: 4000/-, Single room on double occupancy: 6000/-, Double room on single occupancy: 7000/-, Double room on double occupancy: 9,000/-, Rooms on Multiple occupancy are 600/-, Average occupancy= 90% and ARR = 5000/-.

Calculate (a) Rate Spread (b) PAR (c) Achievement Factor (d) Yield.

(4x2 ½ =10)

Q.3. A hotel with 500 rooms has an occupancy of 70% and an average rate of 4000/-. The cost per occupied room is Rs.400/- and the Non-room revenue per room is Rs.1000/-. If a discount of 20% is offered, the occupancy rises to 90%. Suggest if it is advisable to offer the discount. (Show all calculations thereof).

OR

Briefly describe the following:

Identical Yield, CMRw, Booking Lead Time, Fair Market Share, Close to Arrival, Minimum Length of Stay, RevPAG, Hurdle Rate, Dynamic Packaging, Marginal cost.

(10)

Q.4. (a) Enlist the essential qualities of a Hotel Revenue Manager.
 (b) Using Revenue Management Software is the best way to generate Yield statistics. Explain.

(5+5=10)

OR

Mention the tactics to be applied during High Demand by a Business Hotel.

(10)

Q.5. Define Timeshare. Describe the various types of Timeshare options. (10)

Q.6. What are the advantages and dis-advantages of Timeshare business? (10)

Q.7. write short notes on:
 (a) GOPPAR (b) RCI
 (c) Required Non-room revenue (d) Deeded Time Share
 (4x2 ½ =10)

Q.8. Explain how the government can play a significant role in promoting Timeshare.

OR

Discuss the growth and challenges faced by the Indian Timeshare industry. (10)

Q.9. **A** Translate the following into English:
 (i) Bonsoir, je m'appelle John Martin.
 (ii) Je suis enchantée de vous rencontrer.
 (iii) Est-ce que vous avez une chambre pour deux?
 (iv) Pour sept nuits. S'il vous-plait?
 (v) Ce qu'est le prix par chambre par jour?

B Translate the following into French:
 (i) Excuse me, What is your name?
 (ii) Happy journey, Good bye Sir.
 (iii) give me your passport please.
 (iv) No smoking. I am sorry.
 (v) Can I exchange dollars here?

(5+5=10)

Q.10. Match the following:

(i) Equivalent Occupancy	(a) Transient business
(ii) Disney Vacation Club	(b) Occupancy x ADR
(iii) Yield	(c) AIRDA
(iv) Timeshare Secondary Market	(d) Discount Grid
(v) Displacement	(e) Getaway©
(vi) Contribution Margin	(f) De Haan brothers
(vii) Interval International	(g) Resale opportunity
(viii) RevPAR	(h) Point system
(ix) RCI	(i) Occupancy x achievement factor
(x) Independent Non-profit advisory	(j) Sales – Variable cost

(10x1=10)
