

**NATIONAL COUNCIL FOR HOTEL MANAGEMENT  
AND CATERING TECHNOLOGY, NOIDA  
ACADEMIC YEAR 2014-2015**

COURSE : 6<sup>th</sup> 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. Briefly describe the concept of Revenue Management and discuss its importance in hospitality business.

(10)

**OR**

From the information given below, calculate the following:

- (i) Potential average single rate
- (ii) Rate spread
- (iii) Potential average rate
- (iv) Room rate achievement factor
- (v) Yield

Total no. of rooms	200
Current A.R.R.	Rs. 1,200/-
Current average occupancy	80%
No. of single rooms	50
No. of double rooms	150
Tariff of single room	as single occupancy Rs.1,500/- and as double occupancy Rs.2,000/-
Tariff of double room	as single occupancy Rs.2,000/- and as double occupancy Rs.2,500/-
Multiple occupancy	50%

(5x2=10)

Q.2. Describe some of the potential high and low demand tactics used by a transit/airport hotel.

(10)

Q.3. Discuss the role of Exchange Companies in the growth of time share business world-wide.

(10)

Q.4. Explain with example **any two** of the following terms:

- |                         |                                 |
|-------------------------|---------------------------------|
| (a) Capacity Management | (b) Discount Allocation         |
| (c) Duration Control    | (d) Revenue Management Software |
- (2x5=10)

**OR**

- (a) A hotel, which is currently operating at 75% average occupancy and with an A.R.R. of Rs.5,000/- is planning to increase its A.R.R. to Rs.6,000/-, what occupancy percentage it must achieve to obtain identical yield percentage.
- (b) If the same hotel has the marginal cost (cost per occupied room) of Rs.500/- and the hotel plans to offer an off-season discount of 20%, what would be the equivalent occupancy percentage needed to get the same level of net revenue?

(5+5=10)

Q.5. Write short notes (**any five**):

- |                                  |                      |
|----------------------------------|----------------------|
| (a) RevPAR                       | (b) Wash factor      |
| (c) Displacement of FIT business | (d) Hurdle rate      |
| (e) Discount grid                | (f) Close-to-arrival |
| (g) Group booking lead time      |                      |

(5x2=10)

- Q.6. (a) Who are the members of the yield management team and how they contribute in achieving the goal? Explain.
- (b) "Revenue Management Software cannot take the place of an experienced Manager". Elaborate on this statement.

(5+5=10)

Q.7. List and describe the different types of time share options.

**OR**

What are the advantages and dis-advantages of time share business?

(10)

Q.8. What do you think are the reasons for the unimpressive growth of the time share business in India and also recommend some possible solutions or remedies?

**OR**

Differentiate between (**any two**):

- (a) Deeded time share and right-to-use time share.
- (b) Exchange company (RCI) and vacation clubs (Disney).
- (c) Floating time share and rotating time share.
- (d) Time-share and condominium

(10)

Q.9. Write short notes (**any five**):

- (a) AIRDA
- (b) Timeshare points program
- (c) The registry collection
- (d) Studio apartment
- (e) Secondary time share market
- (f) Master deed (Condominium)
- (g) Interval international
- (h) Dual affiliate resort
- (i) Non-residential condominium

(5x2=10)

Q.10. **A** Translate the following sentences into English:

- (i) Je voudrais changer 1000 dollars.
- (ii) Pardon, je n'ai pas compris.
- (iii) Vous pouvez répéter, s'il vous plaît?
- (iv) L'hôtel est devant la gare.
- (vi) Vous voulez lui laisser un message?

**B** Match the French words in the left column with their correct meaning in the right:

- |                       |                   |
|-----------------------|-------------------|
| (i) Logement          | (a) Identify card |
| (ii) Reclamation      | (b) Expensive     |
| (iii) Cours           | (c) Accommodation |
| (iv) Carte d'identité | (d) Complaint     |
| (v) Cher              | (e) Exchange rate |

(5+5=10)

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