

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2017-2018

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 Software? With the help of yield management cycle, explain its significance in a hotel. List the reports generated by Yield Management Software.

(2+4+4=10)

OR

What is break-even analysis? Explain how it can be used in rooms division to maximize room revenue. Suggest the role of non-room revenue.

(2+8=10)

Q.2. Explain the concept of timeshare and briefly describe the various types of timeshare.

(10)

Q.3. Write an essay on Resort Condominium International.

OR

Highlight the historical development of timeshare business and its subsequent spread and growth in India.

(10)

Q.4. (a) What does the equivalent occupancy equation, consider that the identical yield equation does not?

(b) Why is the difference significant?

(5+5=10)

OR

What are the challenges and problems in yield management?

(10)

Q.5. List and explain high demand tactics for both transient and group business.

(10)

Q.6. Differentiate between (**any four**):

- (a) Hurdle Rate and Rack Rate
- (b) Deeded Contract and Right to Use
- (c) ARR and Potential Average Rate
- (d) Duration Control and Discount Allocation
- (e) Timeshare and Condominium

(4x2 ½ =10)

Q.7. Explain the following terms in brief (**any ten**):

- (a) Vacation exchange
- (b) Achievement factor
- (c) RevPAR Index
- (d) Booking lead time
- (e) Series group
- (f) Non-room revenue
- (g) Capacity management
- (h) Fair market share
- (i) Rate spread
- (j) Points program
- (k) MLOS

(10x2=20)

Q.8. 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 60% average occupancy and with an A.R.R. of Rs.7,000/- is planning to increase its A.R.R. to Rs.8,000/-, 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.700/- and the hotel plans to offer an off-season discount of 25%, what would be the equivalent occupancy percentage needed to get the same level of net revenue?

(5+5=10)

Q.9. Consider the following data of hotel ABC.

Total rooms	-	400
Rooms sold	-	320
Rack rate	-	Rs. 3,000/-
140 rooms sold @ Rs. 2,500/-		
100 rooms sold @ Rs. 2,200/-		
80 rooms sold @ Rs. 2,000/-		

Calculate the yield percentage for Hotel ABC

(5)

Q.10. Select the correct French translation of the following statements in English:

- (a) Please bring my luggage
 - (i) S'il vous plaît apporter mes bagages
 - (ii) Obtenir mes baggages

- (b) May I help you?
 - (i) Puis-je vous aider?
 - (ii) Puis-je l'aider?

- (c) What is the exchange rate of US Dollar?
 - (i) Quel est le taux de change de Dollar?
 - (ii) Quel est le taux de change du dollar american?

- (d) That is an Indian restaurant.
 - (i) C'est un restaurant indien.
 - (ii) ou est un restaurant indien.

- (e) Your room is on second floor.
 - (i) Votre chambre est au deuxième étage.
 - (ii) Ma chambre est au deuxième étage.

(5x1=5)
