NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2016-2017

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.   Define yield.   "Revenue Management is an effective tool to maximize profit". Justify the statement in approx. 600 words.

(10)

Q.2.   Explain the potential high and low demand techniques.

(10)

Q.3.   Explain the **five** elements of yield management.

OR

Explain **any five** different forms of timeshare.

(10)

Q.4.   Explain **four** different types of timeshare contracts.

(10)

Q.5.   What is AIRDA? How AIRDA helps in the growth of timeshare industry in India?

OR

What is RCI? Explain in detail the importance of RCI in timeshare industry.

(10)

Q.6.   Write **five** advantages and dis-advantages of time share?

(10)

Q.7.   Hotel XYZ has total rooms - 100, double occupancy rooms – 40, occupied rooms – 80, ARR – Rs.1,400/-, potential average rate – Rs.2,000/-. Calculate:

(a)   Multiple Occupancy Percentage
(b)   Yield

(5+5=10)

Q.8.   Differentiate between **any two**:
   (a)   Vacation ownership and fractional ownership.
   (b)   Floating and rotating timeshare ownership.
   (c)   Closed to arrival and minimum length of stay strategies.
   (d)   Booking pace and booking lead time.

                                                                (2x5=10)

Q.9.   Write short notes (**any five**):
   (a)   Achievement factor   (b)   Displacement
   (c)   Identical yield   (d)   Referral hotels
   (e)   Purple season   (f)   Capacity management
   (g)   Discount allocation   (h)   Wash factor

                                                                (5x2=10)

Q.10. Match the following:
   (a)   Turn right side   (i)   une seule chambre
   (b)   One room only   (ii)   combien de personnes
   (c)   Thank you sir   (iii)   tourner à droite
   (d)   At the reception   (iv)   laisser les bagages
   (e)   How many people   (v)   venir demain
   (f)   Leave the luggage   (vi)   merci monsieur
   (g)   Coming tomorrow   (vii)   appeler un taxi
   (h)   Rs.2000 only   (viii) deux mille roupies seulement
   (i)   Monday market is closed   (ix)   a la reception
   (j)   Call a taxi   (x)   marche du Lundi est ferme

                                                                (10x1=10)

                              ****