ROLL No...............

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2013-2014

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.   Explain how yield management enhances forecasting and seasonal pricing of inventory in hotel industry.

(5+5=10)

OR

"Applying yield management improvises the co-ordination between front office and sales department". Justify.

(10)

Q.2.   Write short notes on the following:
(a)   Capacity Management
(b)   Duration control

(5+5=10)

Q.3.   (a)   State **three** different formulas to calculate yield statistics.

(2+2+1=5)

(b)   State **two** types of formula to calculate equivalent occupancy.

(2 ½ + 2 ½ =5)

Q.4.   Discuss the reports generated by the revenue management software.

OR

Give formula for the following:
(a)   Rate Spread
(b)   CMR$_W$
(c)   Potential average rate

(3+4+3=10)

Q.5.   What strategies will you adopt when room demand is low?

(10)

Q.6.   Define Timeshare. Explain the types of timeshare business.

(2+8=10)

Q.7.   Highlight the historical development of timeshare and condominium business in India.

OR

Elaborate on the facilities offered by Condominium resorts to their guests.

(10)

Q.8.   Write an essay on the Resort Condominium International.

(10)

Q.9.   Throw light on the Government's role towards enhancing the timeshare business in India.

(10)

OR

What is a referral group? How does it function?

(4+6=10)

Q.10. Match the following:

(a)	Room	(i)	être réveillé a huit heures
(b)	I would like a room	(ii)	premier étage
(c)	For one night	(iii)	Quelle est l'heure limite d'occupation?
(d)	With 2 beds	(iv)	Je voudrais une chambre
(e)	A wake-up call at 8 am	(v)	Chambre
(f)	What is the check-out time	(vi)	L'addition n'est pas correcte
(g)	To pay my bill	(vii)	á deux lits
(h)	First floor	(viii)	Pour une nuit
(i)	Swimming pool	(ix)	régler mon compte
(j)	The bill is incorrect	(x)	une piscine

(10x1=10)

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ROLL No................

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

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

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(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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ROLL No...............

**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 enchantee de vous rencontrer.
                (iii)   Est-ce-que vous avez une chamber pour deux?
                (iv)   Pour sept nuits. S'il vous-plait?
                (v)   Ce quiest le prix par chamber 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)

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ROLL No................

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)

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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 differece 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)

6

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

   (a)   Please bring my luggage .
      (i)   S'il vous plâit 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)

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