



QP CODE: 25024830



Reg No :

Name :

MHM DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Master of Hotel Management

ELECTIVE - TR810402 - FRONT OFFICE MANAGEMENT-II

2019 ADMISSION ONWARDS

39CB60D2

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. Why does a hotel have to balance its financial transactions each day?
2. Who all comprises in the night audit team?
3. What is FIT guest?
4. What is suggestive selling?
5. What do you understand by marketing mix?
6. What is cost displacement mean?
7. What is Modified American Plan?
8. What is discount?
9. Explain differential pricing.
10. Give the formula for overstay percentage.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. What is credit limit?
12. Explain Duties and Responsibilities of Marketing Manager.
13. Explain marketing mix.
14. Explain Market condition approach.
15. What is service Recovery?





16. Explain Cross selling techniques.
17. Explain yield management.
18. What is the difference between price discrimination and price differentiation?

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Explain the importance of repeat guests and return reservation in revenue generation.
20. Explain the benefits of revenue management.
21. Explain the formula of yield Management.
22. Explain rule of thumb approach.

(2×5=10 weightage)

