

Dr. Babasaheb Ambedkar Open University
Term End Examination July - 2016

Course	: APGDHC	Time	:
Subject Code	: APGDHC - 104	Duration	: 03 hours
Subject Name	: Front Office & Public Relation	Date	:
		Max. Marks	: 70

Section A

Answer the following (any three) **(30)**

1. What are the functions of Front Office Department?
2. What is Job Description? Write the Job Description for Front office Cashier.
3. Narrate the ATTRIBUTES of Front Office Staff.
4. List & Explain '16' types of Rooms.
5. Explain Reservation. Its types, sources and modes.

Section B

Answer the following (any four) **(20)**

1. Explain CRS.
2. What is Public Relations.
3. Write about the meaning of Log Book and its Importance.
4. What are Value Added Services? Give '2' examples and explain.
5. Explain Internal and External Public Relations
6. Draw the hierarchy of Front

Section C

A. MCQ (2x5)

(10)

1. Which of the following front office activities are included in the arrival stage of the guest cycle?
 - A. Reservation and pre-registration functions
 - B. Reservation and registration functions
 - C. Registration and rooming functions
 - D. Rooming and guest services functions
2. Typical requests handled by the front office include all of the following except:
 - A. Transportation arrangements
 - B. Entertainment reservations
 - C. Auditing services
 - D. Secretarial services
3. Which of the following data will probably not be found in a registration record?
 - A. room status
 - B. room rate
 - C. method of payment
 - D. special services
4. The shift that starts in the Mid night till 8AM is
 - A. Graveyard Shift
 - B. Break Shift
 - C. Night Shift
 - D. None of the above.
5. When a guaranteed Reservation fails to arrive then called as
 - A. **Late Arrival**
 - B. No-Guest
 - C. No – Show
 - D. All the Above.

B. Do as Directed (2x5)

(10)

1. Write the full form of CIP.
 2. Write Discrepancy.
 3. Elaborate FIT .
 4. Elaborate B&B.
 5. What is DNA & OOO.
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