



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)
उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

MASTER OF HOTEL MANAGEMENT (MHM-11)

Assignment

Last Date of Submission: 15 Jan 2015

Course Title: Front office & public relations

Course Code: MHM - 102

Session: 2014-15 Summer

Maximum Marks: 20

Section 'A' contains 08 short answer type questions of 2^{1/2} marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

- (1) Telephone etiquettes
- (2) Suggestive selling
- (3) Handling guest complaints
- (4) Guest cycle
- (5) Growth and development of hotel industry in India
- (6) Sources of reservation
- (7) Responsibilities of Public relation departments
- (8) Attributes of Front Office staff

Section 'B' contains 04 long answer-type questions of 5 marks each. Learners are required to answer 02 questions only. Answers of long answer-type questions must be restricted to 1000 words approximately.

Discuss the following in detail:

- (1) Personal hygiene and grooming
- (2) What is forecasting? Explain the forecasting process in detail.
- (3) Explain the procedure of check-out and settlement in detail
- (4) Various types of hotels.