



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

Masters in Hotel Management (MHM-11)  
ASSIGNMENT

**Last Date of Submission: 15 Jan, 2012**

Course Title: Front Office and Public Relations

Course Code: MHM- 102

Year: 2011-12 (Summer)

Maximum Marks: 20

Section 'A' contains 08 short answer type questions of 2<sup>1/2</sup> 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) Growth of hotel industry
- (2) Functions of Night Auditor
- (3) Types of Complaints
- (4) Functions of Information department
- (5) Key Control Procedure
- (6) Responsibilities of Public relations departments
- (7) Telephone etiquettes
- (8) Forecasting in hotels

**Section 'B' contains 04 long answer-type questions of 5 marks each. Learners are required to answer 02 question only.**

- (1) Define hospitality? Write an essay on growth of hospitality industry in India.
- (2) Define reservation in context to hotel industry. What are the various modes of reservation request? Explain them.
- (3) What is forecasting? Explain the forecasting process in detail.
- (4) Define communication? Write a short note on front office communication.