



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

MASTER OF HOTEL MANAGEMENT
ASSIGNMENT

Last Date of Submission: 15th January 2013

Course Title: Front Office & Public Relations

Course Code: MHM- 102

Year: 2012-13

Maximum Marks: 20

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

Section-A

Briefly discuss the following:

1. Growth and development of hotel industry in India
2. Timeshare hotels
3. Attributes of Front Office staff
4. Types of Guest rooms
5. Sources of reservation
6. Public Relations in Hotels
7. Value added Services provided by hotels
8. Key Control Procedure

Section 'B' contains 04 long answer-type questions of 5 marks each. Attempt any 2 questions only. Answers of Long answer-type questions must be restricted to 1000 words approximately. Briefly discuss the following:

Section-B

1. Write a detailed note on various basis of classification of hotel with examples.
2. Explain the procedure of check-out and settlement in detail.
3. What do you mean by forecasting? Explain the process of forecasting in detail.
4. Write a detailed note on "Guidelines for Public Relations Executives in hospitality industry".