



SCHOOL OF TOURISM, HOSPITALITY AND HOTEL ADMINISTRATION

UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

**MASTER OF HOTEL MANAGEMENT
ASSIGNMENT**

Last Date of Submission: 15th January 2016

**Course Title: Front Office and Public Relations
Year: 2015-16**

**Course Code: MHM- 102
Maximum Marks: 20**

SECTION A

This section contains 08 short answer type questions of 2^{1/2} marks each. Learners are required to answer any 04 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

- 1. Discuss the importance of tone in atelephonic communication?**
- 2. What is suggestive selling?**
- 3. What are the activities of Public Relations Department?**
- 4. Write a note on 'Front Office Communication'.**
- 5. Write a short note on 'key control'.**
- 6. What is a log book? What are its uses?**
- 7. Explain the procedure of group reservation.**
- 8. What are the different modes of reservation inquiry? Explain them.**

SECTION B

This section contains 04 long answer-type questions of 5 marks each. Learners are required to answer any 02 questions only. Answers of long answer-type questions must be restricted to 750 words approximately.

- 1. Draw the organizational chart of Front Office Department? Write the job description of Front Office Manager of a five star hotel.**
- 2. Write a detailed note on 'Marketing and Public Relations'.**
- 3. Write a note on 'Safe Deposit Box' with suitable forms and formats used in hotel.**
- 4. Write a note on 'Mail and Message handling in hotel'.**