

Course name	B.Sc. in H & HA
Semester	6 <sup>th</sup> semester
Marks	100 (50X2) Total Questions 50 no. <b>MCQs</b> of 2 marks each
Subject Name and Code	<b>Front office Management-II BHM 353</b>
Name of Faculty	<b>Prashant Vijeta</b>
IHM	IHM Shimla
<b>Question No -1</b>	Reservation predictions/forecasting and Yield Management are
Four answer option	a) Managerial Activity b) Operational activity c) Virtual activity d) All
<b>Question No -2</b>	High group demand tactics is when deciding between two groups , management should select the group
Four answer option	a) that has more prospective group b) that provides the highest total revenue c) that also spend more on meeting space, food and beverage service etc d) all
<b>Question No -3</b>	Which of the following strategy favours potential high and low demand strategy/tactics?
Four answer option	a) When demand is low, maximize room sales b) When demand is high, maximize rates c) Both d) None
<b>Question No -4</b>	Correct method to determine occupancy percentage can be calculated as
Four answer option	a) No. of rooms sold/ No of available rooms b) No. of rooms soldX100/No. of rooms available c) No. of rooms availableX100 d) No. of rooms available/No. of rooms sold
<b>Question No -5</b>	If a 1000 rooms hotel has daily sales of rs. 8,80,0000/-with 600 rooms sold, the ADR (Average Daily Rate) is
Four answer option	a) 8,800000/1000 b) 8,800000/600 c) 8,800000X1000/600 d) 1000X600
<b>Question No -6</b>	Important part of Yield Management is?
Four answer option	a) Occupancy percentage and Average daily rate b) Total no. of guests in hotel c) Average Room Revenue d) None
<b>Question No -7</b>	Proper use of Yield Management is?
Four answer option	a) Demand for the hotel can be divided into distinct market segment b) Marginal cost of selling an additional room is low c) Demand for the room fluctuates and cant be predicted with any certainty d) All
<b>Question No -8</b>	A guest with walked reservation is
Four answer option	a) Cancelled stay due to some complaint in the room b) Was a no show guest with guaranteed reservation c) Must stay somewhere other than where they were initially booked to be d) Must stay in the same hotel without prior reservation
<b>Question No -9</b>	Sleep privately in vacation ownership refers to the guest who
Four answer option	a) will have walk through another guests sleeping area to use a rest room b) will not have walk through another guests sleeping area to use a rest room c) who are staying in connected rooms d) who are staying in adjoining rooms
<b>Question No -10</b>	Answer right combination of colour code & type of season in vacation ownership
Four answer option	a) Purple –mild season Red –best season

	<p>Blue-off season White –peak season</p> <p>b) Purple –peak season Red –off season Blue-best season White –mild season</p> <p>c) Purple –peak season Red –mild season Blue-off season White –best season</p> <p>d) Purple –peak season Red –best season Blue-off season White –mild season</p>
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<b>Question No -11</b>	Displacement is termed when
Four answer option	<p>(a) When lower rated group rooms are booked in place of higher rated transient rooms</p> <p>(a) Walking guests to other hotels as they are not Paying higher room rate</p> <p>(b) Replacing one guest with another as they are difficult to deal with.</p> <p>(c) Exchanging guests from hotels in the same chain</p>
<b>Question No -12</b>	Which of the following rates are most beneficial for Yield Management?
Four answer option	<p>a) Rack rate</p> <p>b) Corporate rate</p> <p>c) Seasonal rate</p> <p>d) Volume rate</p>
<b>Question No -13</b>	Which of the following first incorporated the concept of Yield Management?
Four answer option	<p>a) Airlines</p> <p>b) IT</p> <p>c) Hotels</p> <p>d) FMCG</p>
<b>Question No -14</b>	Average Daily Rate is a measure of the hotel staff's efforts in selling available
Four answer option	<p>a) Room rates</p> <p>b) Gifts and other shopping items</p> <p>c) Food and Beverage products</p> <p>d) Additional value added services</p>
<b>Question No -15</b>	What is the benefit of Yield Management?
Four answer option	<p>a) Improved reservation forecasting</p> <p>b) Increased business and profits</p> <p>c) None</p> <p>d) Both (a) and ( b)</p>
<b>Question No -16</b>	How does Yield Management maximize Revenue?
Four answer option	<p>a) Having a guest mix (group, business travelers, leisure guests, vacation travellers etc)</p> <p>b) Having business travelers and transit guests only</p> <p>c) Having group guest only</p> <p>d) Having leisure guest only</p>
<b>Question No -17</b>	To utilize Revenue Management properly the hotel has to undertake one of the following strategies
Four answer option	<p>a) Overbooking &amp; capacity management</p> <p>b) Duration and Itinerary control</p> <p>c) Market segment pricing and discount allocation</p> <p>d) all</p>

<b>Question No -18</b>	Capacity Management involves
Four answer option	<ul style="list-style-type: none"> <li>a) method of controlling and limiting room supply</li> <li>b) market segment/category pricing</li> <li>c) improving reservation forecasting</li> <li>d) all</li> </ul>
<b>Question No -19</b>	A closed to arrival Restrictions is useful in
Four answer option	<ul style="list-style-type: none"> <li>a) Slowing demand on one night while increasing demand on prior night</li> <li>b) Increasing demand on one night while slowing demand on prior night</li> <li>c) Slowing demand in seasonal time</li> <li>d) Increasing demand in peak season</li> </ul>
<b>Question No -20</b>	Duration Control Involves
Four answer option	<ul style="list-style-type: none"> <li>a) length of stay restrictions</li> <li>b) Mode of payment change</li> <li>c) Market segment transition</li> <li>d) Group attrition</li> </ul>
<b>Question No -21</b>	The purpose of discount allocation is
Four answer option	<ul style="list-style-type: none"> <li>a) Prompting upselling</li> <li>b) Maximizing profits</li> <li>c) decreasing room perishability</li> <li>d) All</li> </ul>
<b>Question No -22</b>	What could be the best possible differential rates / market segment pricing
Four answer option	<ul style="list-style-type: none"> <li>a) 100% single private and chance bookings 90% travel agents,regular guest, corporate sales &amp; group eligible for discounts 70% special corporate rates for larger multiple travel agencies &amp; companies</li> <li>b) 100% special corporate rates for larger multiple travel agencies &amp; companies 90% travel agents,regular guest, corporate sales &amp; group eligible for discounts 70% single private and chance bookings</li> <li>c) 100% travel agents,regular guest, corporate sales &amp; group eligible for discounts 90% single private and chance bookings 70% special corporate rates for larger multiple travel agencies &amp; companies</li> <li>d) 100% single private and chance bookings 90% special corporate rates for larger multiple travel agencies &amp; companies 70% travel agents,regular guest, corporate sales &amp; group eligible for discounts</li> </ul>
<b>Question No -23</b>	What is hurdle rate
Four answer option	<ul style="list-style-type: none"> <li>a) Rack rate offered for the given date</li> <li>b) Rate which falls below lowest rate for the given date</li> <li>c) Rate that can be sold above lowest rate</li> <li>d) None</li> </ul>
<b>Question No -24</b>	If friday were already spiking with reservation for a particular week while thursday resembles a hole which of the following on friday night would be a good option to balance demand.
Four answer option	<ul style="list-style-type: none"> <li>a) Modified length stay Restriction</li> <li>b)Minimum length stay Restriction</li> <li>c)Closed to arrival Restriction</li> <li>d)None</li> </ul>
<b>Question No -25</b>	During excess demand strategy
Four answer option	<ul style="list-style-type: none"> <li>a) hotel may offer more discounts</li> <li>b) hotel may close all the discount offers during this period</li> <li>c) hotel must book the rooms with full payments immediately</li> <li>d) both (b) and (c)</li> </ul>
<b>Question No -26</b>	During low demand the FOM should

Four answer option	<ul style="list-style-type: none"> <li>a) sell value and benefits</li> <li>b) offer packages</li> <li>c) keep discount categories open</li> <li>d) all</li> </ul>
<b>Question No -27</b>	Difference between a strategy and tactics
Four answer option	<ul style="list-style-type: none"> <li>a) long term planning and short term planning</li> <li>b) Financial goal and operational goal</li> <li>c) Management policies and operational rules</li> <li>d) None</li> </ul>
<b>Question No -28</b>	What is the disadvantage of Vacation ownership
Four answer option	<ul style="list-style-type: none"> <li>A. Economic</li> <li>B. Good revenue</li> <li>C. Peak season revenue loss</li> <li>D. None</li> </ul>
<b>Question No -29</b>	The term Time Share/ vacation ownership was first coined in
Four answer option	<ul style="list-style-type: none"> <li>a) UK</li> <li>b) US</li> <li>c) Europe</li> <li>d) Asia</li> </ul>
<b>Question No -30</b>	Methods of use through which owners can
Four answer option	<ul style="list-style-type: none"> <li>a) Use their usage time</li> <li>b) Rent out their owned usage</li> <li>c) Give it as a gift</li> <li>d) All</li> </ul>
<b>Question No -31</b>	Which of the following is the beneficial tool for Yield Management?
Four answer option	<ul style="list-style-type: none"> <li>a) Overbooking</li> <li>b) Closed to arrival restriction</li> <li>c) Profitable guests</li> <li>d) all</li> </ul>
<b>Question No -32</b>	A perfect sell is termed
Four answer option	<ul style="list-style-type: none"> <li>a) when every room is sold</li> <li>b) when every room is occupied and no guest walked away</li> <li>c) when every room is occupied and few guests were walked</li> <li>d) stayover guests</li> </ul>
<b>Question No -33</b>	Yield Management is a process of planning to achieve
Four answer option	<ul style="list-style-type: none"> <li>a) Maximum guests</li> <li>b) Maximum room rates</li> <li>c) Maximum Occupancy</li> <li>d) None</li> </ul>
<b>Question No -34</b>	In vacation ownership accommodation type sleeps 2/2 would normally be a
Four answer option	<ul style="list-style-type: none"> <li>a) 2 bed room apartment</li> <li>b) 3 bed room apartment</li> <li>c) Villa</li> <li>d) Studio/ one bed room apartment</li> </ul>
<b>Question No -35</b>	The time share company Marriott Vacation Club belongs to which country
Four answer option	<ul style="list-style-type: none"> <li>a) Uk</li> <li>b) US</li> <li>c) Australia</li> <li>d) Hongkong</li> </ul>
<b>Question No -36</b>	Split weeks are popular with guests who prefer
Four answer option	<ul style="list-style-type: none"> <li>a) Shorter vacation</li> <li>b) Longer vacation</li> </ul>

	c) Medium vacation d) Throughout the year stay
<b>Question No -37</b>	Break Even Analysis is related to
Four answer option	a. FO Management b. Revenue Management c. Room Division Management d. FP Management
<b>Question No -38</b>	Time share is also termed as
Four answer option	a. Revenue management b. Production cycle c. Studios d. Vacation ownership
<b>Question No -39</b>	What is purchase motivation behind vacation ownership?
Four answer option	a. Flexibility b. Economic c. Safety & Security d. All
<b>Question No -40</b>	What is advantage of Time Share?
Four answer option	a) Economic b) Peak season loss c) Maximum Revenue d) All
<b>Question No -41</b>	Break Even Point is
Four answer option	a) Loss in Revenue b) Profit in hotel operation c) Cost to cost revenue d) None
<b>Question No -42</b>	Condominiums Hotels or units are similar to
Four answer option	a) Hotel Accommodation b) Apartment Accomm. c) Resort Accomm. d) All
<b>Question No -43</b>	Which Airlines first started the concept of Yield Mangement?
Four answer option	a) British Airlines b) American Airlines c) Singapore Airlines d) Indian airlines
<b>Question No -44</b>	Which of the following hotel groups are associated with America?

Four answer option	A. Hilton B. Starwood C. Marriott D. All
<b>Question No -45</b>	In Time Share/ Vacation ownership which type of accommodation can be provided?
Four answer option	A. Apartment                      B. Castle                      C. Villa                      D. All
<b>Question No -46</b>	RevPAR is determined by
Four answer option	a) Room revenue/no. of available rooms b) Hotel occupancy X ADR(average daily rate) c) Both d) none
<b>Question No -47</b>	Smartest Revenue Management system
Four answer option	a) opera b) Fidelio c) Host d) IDS
<b>Question No -48</b>	Which of the following categories provide maximum profits?
Four answer option	a) Room sales b) Food & Beverage sales c) Value added sales d) Gifts and Shopping Sales
<b>Question No -49</b>	Which of the followings are the highest perishables
Four answer option	a) Rooms b) Food & Beverage Items c) Souvenirs d) None
<b>Question No -50</b>	History of implementing Yield Management first started in the year
Four answer option	a) 2005 b) 2000 c) 1990 d) 1970