

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2013-2014

COURSE : 4th Semester of 3-year B.Sc. in H&HA - **Specialisation**
SUBJECT : Accommodation Management - I
TIME ALLOWED : 03 Hours MAX. MARKS: 100

(Marks allotted to each question are given in brackets)

- Q.1. Explain the **seven** management functions applicable in hotel front office department. (10)
- Q.2. Forecasting room revenue, estimating expenses and refining budget plans are major operational activities of a front office department. Illustrate. (10)
- OR**
- Draw a sample daily checklist for accurate room count. (10)
- Q.3. The last word of market segmentation technique is “the pendulum swings towards the value”. Illustrate. (10)
- Q.4. Define E-Commerce. Narrate its uses in room reservations. (10)
- Q.5. Explain the modules of PMS used in hotels. (10)
- Q.6. Write a short essay on “evaluating hospitality by technology by using profitability enhancement concept”. (10)
- Q.7. What do you understand by the segmentation? Briefly explain various market segments in the hospitality industry. (10)
- Q.8. Write short notes on:
(a) Ten day forecast form **OR** Hotel income statement
(b) POS systems **OR** PMS interfaces (5+5=10)

Q.9. Briefly explain the following:

- (a) Geographic segmentation **OR** Benefit and need segmentation
 (b) Guest security in hotels **OR** Security of systems

(5+5=10)

Q.10. Hotel Taj, an upcoming 250 room hotel is projected to cost ₹200 crores (all inclusive). The project is financed by the bank amounting to ₹150 crores, with an interest of 12% per annum and the remaining amount is invested by the owner who desires an annual return of 15%. The income tax rate is 30% and estimated average occupancy is 80%.

Calculate the required average room rate considering the following information:

Particulars	Amount in ₹
Cost per occupied room	1,000/-
Property tax	2 crores
Insurance	3 crores
Depreciation	1 crore
HR & Administrative expenditure	5 crores
Transportation expenses	1.5 crores
Marketing expenses	3.5 crores
Maintenance, Energy and related expenses	6 crores
Profit from F&B Sales	8.5 crores
Profit from rentals	3.5 crores

OR

Hotel Surya has 400 rooms out of which 20 are out of order and 10 are used in-house. On 31st March 2014, 350 rooms were occupied. For the next day, 200 new bookings were made and 170 rooms were supposed to be checked out. Calculate the room position of that hotel as on 1st April 2014 considering the following adjustment:

Cancellation	-	10%
No Show	-	7%
Over Stay	-	8%
Under Stay	-	5%
Walk Inn	-	10 No

(10)
