

Total No. of Questions: 7

Total No. of Printed Pages: 1

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/PGE125B/2026/MSCHS_SEM2

FYMSCHS (Second Semester) Examination, 2026
PGE125B - SPECIALIZATION FRONT OFFICE II
(2023 Pattern)

Time: 1 Hr. 30 Mins.

Maximum Marks: 25

Instructions: -

- (i) Solve any five questions.
(ii) All questions carry equal marks.
(iii) Draw diagrams wherever necessary.

Q1. Explain the terms :

- A) Guest Perception Index (GPI) [1]
B) RevPAR (Revenue Per Available Room) [1]
C) Revenue Optimization [1]
D) Potential Average Rate [1]
E) Demand Forecasting [1]
Q2. Define revenue management and state its importance in hotels. [5]
Q3. A hotel with 200 rooms is operating at 75% occupancy with an ARR of 5000. The hotel's achievement factor is 72%. Calculate the Yield Percentage. [5]
Q4. Define forecasting and explain any two forecasting techniques used in hotels. [5]
Q5. Discuss the role of effective communication in delivering service excellence. [5]
Q6. Identify different mechanisms used by hotels to collect guest feedback. [5]
Q7. List and explain any two types of loyalty programs used in the 5-star chain hotel. [5]
