



JY-010-1047004

Seat No. _____

Fourth Year B. H. T. M. (Sem. VII) Examination

October - 2019

7.4 - Accomodation Operation Management - II*
(New Course)**

Faculty Code : 010

Subject Code : 1047004

Time : Hours]

[Total Marks : 70

- Instructions :** (1) Question 1 & 2 are compulsory.
(2) Attempt any three questions from 3 to 6.

- 1 Describe any seven terms from the following in around 7×2=14
100 words :
- (a) RevPar
 - (b) F.R.R
 - (c) Promotion
 - (d) SOG
 - (e) Potential Revenue
 - (f) Concept of yield
 - (g) ARR and ADR
 - (h) Staff room ratio in Developed country
 - (i) Succession planning
 - (j) City Ledger

- 2 Find out the tariff rate by using Hubbart formula 1×14=14
from the following :

The INTERNATIONAL Hotel, a 140 rooms property, is projected to cost Rs. 110,00,00,000 inclusive of land, building, equipment and furniture. An additional Rs. 10,00,00,000 of projected cost is needed for working capital. The hotel is financed with a loan of Rs. 50,00,00,000 at 13 % annual interest and rest provided by the owners. The owners desire 20 % annual return on their investment. 80% occupancy is estimated. The hotel's income tax rate is 30 %, and additional expenses are estimated as follows:

Property tax expenses	Rs. 60,00,000
Insurance expenses	Rs. 5,00,000
Depreciation expenses	Rs. 7,00,000
Administrative and general expenses	Rs. 30,00,000
Data processing expenses.....	Rs. 12,00,000
Human resources expenses	Rs. 8,00,000
Transportation expenses	Rs. 4,00,000
Marketing expenses	Rs. 14,00,000
Property operation and maintenance expenses	Rs. 20,00,000
Energy and related expenses	Rs. 30,00,000
Non-room revenue center is estimated as follows :	
Food and beverage department (Income)	Rs. 30,00,000
Telecommunications department (Loss).....	–Rs. 17,00,000
Rentals and other department's (Income)	Rs. 4,00,000

The rooms department estimates direct operating expense is Rs. 1,200 per occupied room. Assume that the INTERNATIONAL HOTEL has a double occupancy rate of 30 % and a room rate differential of Rs. 5,500. Find out Single and Double room rate for the INTERNATIONAL Hotel.

- 3 Explain the process of writing SOP. 14
- 4 Briefly discuss on recruiting process in Human Resource Management. 14
- 5 Discuss on Implementation of revenue strategies. 14
- 6 Write a detailed note on waste reduction programmes. 14
- 7 Hotel Shine is having 250 rooms, consider 62% occupancy with an average daily rate Rs. 3700 on 2016. From 2017 onwards 1.5% occupancy would increase. Note that 1% ADR is increasing constantly. Total expense should be 62% from 2016. Following details for expense are as follows : 14

Year	Payroll	Laundry	Commission	Others
2016	25%	5%	44%	26%

Note that from 2017, 1% increase in overall expense gradually. Find out forecast Rooms revenue followed by expense and profit with bifurcation of expense of 2020.