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Q.1.A Select an appropriate answer

5 Marks

- 1) Which of the following is NOT typically included in a request for proposal?
 - (a) **information about previously used vendors**
 - (b) bidding requirements
 - (c) information about the hospitality business
 - (d) system application requirements

- 2) Which category of contract provisions relates to the purchase and operation of the technology equipment?
 - (a) software provisions
 - (b) enhancement provisions
 - (c) general provisions
 - (d) **hardware provisions**

- 3) Which of the following directly link reservation systems of hotel, airline, car rental, and travel agency companies on a worldwide basis?
 - (a) Internet distribution systems
 - (b) travel.com
 - (c) **global distribution systems**
 - (d) application service providers

- 4) A room status discrepancy occurs when the housekeeping status report does not match:
 - (a) **the records at the front desk.**
 - (b) the daily work order report.
 - (c) the general manager's daily report.
 - (d) the occupancy forecast report.

- 5) Which of the following keys typically found on the keyboard of a point-of-sale terminal are *not* used to enter orders?
 - (a) preset keys
 - (b) price look-up keys
 - (c) modifier keys
 - (d) **settlement keys**

Q.1.B Match the Columns

- | | |
|------------------------|-------------------------|
| 1. Workstation Unit | a. Yield Management |
| 2. Revenue Management | b. Hard Copy |
| 3. Contactless Payment | c. Network Controller |
| 4. Information Backup | d. Kitchen Display Unit |
| 5. POS Printer | e. NFC |

Q.1.B Match the Columns (ANSWERS)

- | | |
|------------------------|-------------------------|
| 1. Workstation Unit | a. Kitchen Display Unit |
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| 4. Information Backup | d. Hard Copy |
| 5. POS Printer | e. Network Controller |

Q.1. Define the following**1. MIS**

A management information system (MIS) is an integrated man-and-machine system that provides the basic information that is necessary for supporting, planning, and controlling an organization.

2. Two-Vendor Contract

A **Two-vendor contract** refers to an agreement to purchase system components from more than one vendor. The hardware components may be purchased directly from the manufacturer or purchased through a software vendor, who serves as a value-added reseller.

3. Intersell Agencies

The term intersell agency refers to a reservation network that handles more than one product line. Intersell agencies typically handle reservations for airline flights, car rentals, and hotel rooms. The spirit of an intersell promotion is captured by the expression "one call does it all."

4. Recipe chaining

Including sub-recipes as ingredients for a particular standard recipe is called "**recipe chaining**". Chaining recipes enables the system to maintain an efficient record for a particular menu item that requires an unusually large number of ingredients.

5. System Conversion

System conversion is the process of transitioning from an installed (legacy) system to a new system..

Q.2. Answer Any Three of following

15 Marks

1. State the functions of MIS.

Once the information needs of managers have been identified, an MIS is designed to perform the following functions:

- Enable managers to better monitor and administer business transactions and activities.
- Provide a high level of operational and internal control over business resources.
- Produce timely and comprehensive reports formatted to the specific needs of management
- Reduce managerial paperwork and operational expenses by eliminating unnecessary source documents and streamlining data transfer and recording procedures.

2. What are major threat for an information System?

Information must be protected from two major threats—external and internal.

External Threats:

Since an organization is connected to external devices through the Internet, there could be instances of some of the data being transferred from the hotel's system to an individual's system. Cybercrime is now a huge threat to society and is caused by criminal or irresponsible action by individuals, making the Internet and other networks vulnerable to its effects. Hacking can be carried out by either an outsider or an employee of the company, who uses the Internet and other networks to steal or damage data and programs.

Internal threats:

To reduce internal threats to the security of information, organizations have passwords and different authorization levels for accessing the data. Security codes (e.g., a multi-level password system) are being used for security management. In this procedure, passwords are allotted to every individual using the system. Data would be provided as per the authorization level accessibility of the password. Hence, a waiter's password will not have the ability to void a sale or view the sales figures of an outlet, but the manager's password would have access to such data. Routine maintenance of the software and software updates are necessary to avoid transfer of information to unauthorized individuals..

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3. Define Database Management System and list advantages and disadvantages for the same?

A DBMS is a software that allows creation, definition and manipulation of database. DBMS is actually a tool used to perform any kind of operation on data in database. DBMS also provides protection and security to database. It maintains data consistency in case of multiple users. Here are some examples of popular dbms, MySQL, Oracle, Sybase, Microsoft Access and IBM DB2 etc.

Advantages of DBMS

- Segregation of application program.
- Minimal data duplicacy.
- Easy retrieval of data.
- Reduced development time and maintenance need.

Disadvantages of DBMS

- Complexity
- Costly
- Large in size

4. Explain RFP. & Explain its 3 section.

A request for proposal (RFP) is typically made up of three major sections. One section informs the vendor about hospitality business operations; a second section establishes bidding requirements for vendor proposals; and a third section deals specifically with user application requirements.

The first section of the RFP should contain an overview of the hospitality business, list objectives and broad operational requirements for the system, and briefly outline the scope of vendor relations and support services. The overview of the hospitality business should include a detailed property profile based on its information needs. Listing objectives and operational requirements for the system offers management the opportunity to identify and designate particular system features as mandatory or optional, thus assisting vendors in the preparation of responsive proposals. An outline of the vendor's responsibilities should include the proposal submission deadline and should encourage vendors to submit as much information as possible relative to such areas as:

- Network configurations.
- Application descriptions.
- Maintenance and support services. Installation and training programs.

- Guarantees and warranties.
- Payment plan options.
- Future expandability of the proposed system.

The second section of the RFP establishes bidding requirements for vendor proposals. Allowing vendors to formulate bids using a proprietary or arbitrary format will force management into using an unstructured evaluation process. All proposals should be submitted in a standardized response form supplied by management to facilitate price and performance comparisons. Note that structured formatting enables management to conduct comparisons between proposals using a common set of dimensions. Vendors should also be required to include a statement of financial history and stability.

The final section of the RFP needs to address specific system application requirements. RFP form that structures vendors' responses to application requirements. Since all vendors are required to use the identical response format, management will be more efficient in evaluating competing proposals.

Once created, the RFP (printed, electronic, or online) is distributed to the vendor community for response. After receiving an RFP, most vendors will contact management and conduct a site survey.

5. What do you mean by single-vendor and Other Equipment Manufacturer contract agreements?

A **single-vendor contract** refers to an agreement to purchase hardware and software from the same vendor. In most of these cases, the vendor makes the necessary hardware and software modifications prior to system implementation. A single-vendor contract clearly identifies the vendor's responsibilities in relation to hardware and software performance and avoids the kind of confusion which may arise in other contractual arrangements when the lines of responsibility are not so clearly defined. An **other equipment manufacturer (OEM)** contract refers to a situation in which a business agrees to purchase hardware, software and network from a single source, and the single source takes responsibility for the performance of the technology application. OEM contracts generally involve purchasing a complete system that arrives at the property ready for installation. This kind of contractual arrangement provides a business with the equivalent of a single-vendor contract, as all hardware, software, and network customization is performed by the OEM.

6. Explain Sales Literature.

After creating a property profile, management should collect sales literature on a variety of technology systems that meet the general information needs of the business. Literature collection can result from:

- Sending inquiries to state and national hospitality trade associations.
- Attending hospitality industry trade shows.
- Visiting local technology system suppliers
- Conducting online searches for hospitality technology vendors

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Trade associations and other organization regularly sponsor state, regional, and national trade shows. Attendance at trade shows typically places management in direct contact with hospitality technology vendors.

Management can also secure product information by visiting local system suppliers. This approach can be time-consuming and may not provide a representative view of the range of products on the market.

Perhaps the most effective approach to fact-finding is to use the information obtained from trade associations, attendance at trade shows, and visits to local vendors to formulate a general interest inquiry to be mailed or e-mailed to vendors of hospitality technology systems. This can be an efficient means of securing necessary information on various system solutions. Management may also choose to use broadcast mailings to secure more specific information, such as:

- Hardware documentation
- Software documentation
- Netware documentation
- Lists of installed users
- Sample report formats
- Sample training materials
- Suggested training and implementation scheduling
- Annual financial statements of the vendor's business
- Purchase/lease options
- User support and maintenance programs
- Sample system contract

Gathering this information early in the process may prove valuable later when standardizing the response form that selected vendors will be required to complete when submitting system proposals to management. Before formulating the issues and categories of responses that will appear on the request for proposal document, management must analyze the needs of the business in light of the sales information collected.

Q.3. Answer **Any Three** of following

15 Marks

1. Explain Global Distribution System.

Global distribution systems (GDSs) are often formed as joint ventures linking a number of diverse businesses. By directly linking the reservation systems of hotel, airline, car rental, and travel agency companies and a worldwide basis, global distribution systems provide access to travel and tourism inventories around the world. A global distribution system can represent a significant portion of reservations business for many airport and resort properties.

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Selling hotel rooms is usually accomplished by connecting the hotel company reservation system with the GDSs. Most travel agents around the world have terminals connected to one or more of the many airline reservation systems to book airline travel. By having hotel accommodations and automobile rentals available in the reservation system at the same time, most GDSs provide single-source access to most of the travel agent's selling requirements. In one transaction, a travel agent can sell an airline ticket, hotel room, and automobile rental.

2. List and Explain 'Types of Folios' in Guest Accounting Module

Common types of electronic folios include: (Explain in brief)

- Individual folios.
- Master folios.
- Non-guest folios (city accounts).
- Employee folio
- Control folios.
- Semipermanent folios.
- Permanent folios.

3. Explain i) Room Status Discrepancy ii) Room and Rate Assignments

Room status discrepancy is a term that refers to situations in which the housekeeping department's description of a room's status differs from the room status information that guides front desk employees in assigning rooms to guests.

Room status discrepancies can seriously affect a property's ability to satisfy guests and maximize rooms revenue. Non-automated properties experiences room status discrepancies not only because of time delays in communicating room status information from the housekeeping department to the front desk, but also because of the cumbersome nature of comparing housekeeping and front desk room status information.

Room and Rate Assignment

Rooms management modules may be programmed to assist front desk employees in assigning rooms and rates to guests at the time of check-in. Modules may make automatic assignments or require front desk personnel to input data to initiate room assignments.

Automatic room and rate assignments are made according to parameters specified by hotel management. Rooms may be selected according to predetermined floor zones (similar to the way in which guests are seated in a dining room) or according to an index of room usage and depreciation schedules. The system may track room histories (frequency of use) and rank rooms according to usage data. The system may then use this information to assign rooms on a basis that evenly distributes

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occupancy loads across the full inventory of rooms.

4. Explain types of keys on POS terminal.

Key types may include: (explain each one in brief)

- Preset Keys (or Screen Icons)
- Price look-up Keys (or Screen Icons)
- Functions Keys
- Settlement Keys
- Modifier Keys
- Numeric Keypad

5. Explain Automated Beverage Control System.

Automated beverage systems can be programmed to dispense both alcoholic and non-alcoholic products with varying portion sizes. An automated beverage control system can also generate projected sales information based on different pricing period forecasts. With many systems, the station at which drinks are prepared is connected to a guest check printer that records transaction data as drink orders are dispensed. As a control technique, systems may require that a hard guest check be inserted into the printer before a drink can be dispensed. With a soft guest check system, there must be a roll of paper in the printing unit. The goal is to automatically track all sales generated through automated beverage dispensing equipment.

With one type of automated beverage system, liquor is stored at the bar. Price-coded pourers (special nozzles) are inserted into each bottle. These pourers cannot dispense liquor without a special activator ring. The bartender slips the ring over the neck of a liquor bottle (with the price-coded pourer already inserted) and prepares the drink with a conventional hand-pouring motion. A cord connects the activator ring to a master control panel that measures the liquid flow and converts and records the number of drinks poured at each price level. The master control panel is typically connected to a pas terminal for transaction control. Reports indicate the number of drinks poured at different price levels and the total expected revenue from each dispensing station.

With another type of automated beverage system, liquor is stored in racks in a locked storage room located away from the bar area. The bartender prepares a drink by pushing the appropriate key on a dispensing device. The liquor and associated mixes required by the drink recipe travel to a dispensing location at the bar through separate, high-quality plastic tubing. The system pours the drink when the bartender holds a glass under the dispensing device. The drink may then be manually garnished and served to the guest.

Automated beverage control systems may employ several types of sensing devices to increase operational controls while maintaining data integrity within the system. Three common sensing devices are glass sensors, guest check sensors, and empty bottle sensors. A glass sensor is an electronic mechanism located in a

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bar dispensing unit that will not permit liquid to flow from the dispensing unit unless there is a glass in place to catch the liquid below the dispensing head. Guest check sensors prevent the system from fulfilling beverage orders unless first recorded on an open guest check. When a server places a beverage order whose ingredients are close to becoming out-of-stock, an empty bottle sensor relays a signal to the order entry device that product inventory needs replenishment.

6. Explain "Account Settlement" in POS.

Magnetic strip readers and radio frequency identification (RFID) readers are optional data capture devices that connect to a cashier terminal to facilitate select forms of settlement. Magnetic strip readers do not replace keyboards, touchscreen devices, or optical character recognition terminals. Instead, they extend system capabilities. Magnetic strip readers are capable of collecting data stored on a magnetized film strip typically located on the back of a credit card, debit card, gift card, smart card, or loyalty or proprietary card. Terminals equipped with magnetic strip readers can also be used by employees with compatible identification cards to sign into the system. With magnetic strip readers, credit card, debit card, and related account transactions can be handled directly within a pas system. The connection of a magnetic strip reader to a cashier terminal allows rapid data entry and efficient settlement processing. It is also possible to add an RFID reader to a pos terminal.

Q.4. Answer Any Three of following

15 Marks

1. What are the fields included in ingredient file data?

An **ingredient file** contains important purchase, storage, and usage data on each purchased ingredient. The ingredient file is often referred to as the food item data file (FIDF). Data may include:

- Ingredient code number.
- Ingredient description.
- Purchase unit (how a product arrives at the property).
- Purchase unit cost.
- Issue unit (how a product is tracked in the storeroom).
- Issue unit cost.
- Recipe unit (how a product is used in recipes).
- Recipe unit cost.

2. Explain Menu Mix and Contribution Margin.

MENU MIX – Determining how much each product receives from the gross sales in your restaurant. The percentage of sales volume each item in your restaurant represents in a given week. This number is calculated by determining the number of each menu item sold in a typical week and then multiplying that number by the menu price and then dividing that number by the total sales.

CONTRIBUTION MARGIN - In cost-volume-profit analysis, a form of management accounting, contribution margin is the marginal profit per unit sale. It is a useful

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quantity in carrying out various calculations, and can be used as a measure of operating leverage. The contribution margin can be calculated either for an individual unit (in which case it is sometimes called the unit contribution margin)

3. What are Stars, Plow horses, Dogs and Puzzles?

A menu engineering analysis produces the following classifications:

Menu items high in both MM and CM are stars (winners).

Menu items high in MM but low in CM are plowhorses (marginal).

Menu items low in MM but high in CM are puzzles (potential).

Menu items low in MM and low in CM are dogs (losers).

The application goes a step further and identifies practical approaches by which to re-engineer the next menu to be more successful in terms of profitability and sales activity.

4. Explain Function Room Sales

Function books normally are divided into pages for each day of the year, with sections set aside for each meeting or function room. Information recorded in the function book includes the organization or group scheduling the space; the name, address, and telephone number of the group's contact person; the type of function; the duration of the function; the total time required for preparation, breakdown, and cleanup; the number of attendees expected; the type of setup(s) required; the rates quoted; the nature of the contract; and any pertinent remarks to help property personnel stage a successful function. Function book entries tend to be recorded in pencil because changes can occur even when a commitment seems firm. As with the guestroom control book, only one function book should be maintained to prevent mismatching of entries or double bookings. Information from the function book and other files for events involving food or beverage service is eventually transcribed onto a banquet event order (BEO) form. Since a BEO generally serves as a final contract for the client and as a work order for the catering department, problems may arise should the function book contain inaccurate or incomplete information.

Automated sales office systems generate a BEO record as information is gathered and input into a client's account file. Advanced sales and catering software packages are generally able to supplement information contained in a BEO. For example, for a specific date or range of dates, an automated sales system can produce aggregated kitchen production reports (listing all menu items needed by preparation area), facility setup reports (listing all resource items requested for current events), and revenue forecast reports (based on anticipated revenue derived from business described on BEOs).

5. Explain Sales Filing System

Sales Filing Systems

Most non-automated systems use three separate files for client information: the trace file, the account file, and the master card file. The exact contents of these files may vary from property to property.

Trace Files

In automated system all traces input within the system are activated on the appropriate dates and printed for each salesperson every morning. Those traces that have been completed will no longer appear on the report, while those traces awaiting action will continue to appear on future report until action is taken.

Account File.

In an automated sales application, current account information is accessible by sales staff networked to account manager files. Typically, the salesperson accessing the files is able to determine the extent of the information displayed. From the main menu, an authorized salesperson can simply point and click to access current customer contact information (decision-makers, telephone numbers, etc.), account activity, past and future bookings, traces, and call reports

Master Card File. In non-automated sales offices, a master card is created for each potential new account. The card contains a summary of information needed for an effective sales effort: the organization's name, names and titles of key executives, addresses, phone numbers, months of business meetings or other events, size of group, group meeting history, the group's decision-maker, and other pertinent data. Master card files can also be used to create mailing lists and to index addresses and phone numbers.

6. **Explain Revenue Management**

Revenue Management. Revenue management, sometimes called yield management, is a set of demand-forecasting techniques used to determine whether room rates should be raised or lowered and whether a reservation request should be accepted or rejected in order to maximize revenue. The application of revenue management is based on factors related to supply and demand. Prices tend to rise when demand exceeds supply; prices tend to fall when supply exceeds demand.

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Q.5. Answer Any Three of following

15 Marks

1. Explain the Term "Site Survey"

After receiving an RFP, vendors typically contact the property to perform a site survey. The purpose of a site survey is to allow the vendor to better understand the specific business operations of the property that may affect system design. The physical parameters of a property help determine appropriate types of hardware and network configurations.

2. Explain File, Field and Record.

In a database management system, fields are labeled by categories that identify the kind of information they contain. Records are identified in terms of a primary key field, which contains unique information. The name of the primary key field becomes the basis for searches through a data file for a particular record. The database of a hospitality business may be organized into many data files (such as personnel files, financial data files, guest history files, etc.). These files may contain dozens of records and scores of fields containing thousands of pieces of data. Database management applications structure the relationships among files, records, and fields in a way that ensures rapid access to information. However, not all database management software applications structure a database in the same manner.

3. Explain the term "Handheld Terminal"

Wireless order entry terminals offer unique pas opportunities. Since these units are palm-sized, they are labeled **handheld terminals** (HHTs). Through skillful programming, an HHT is able to perform most of the functions of a precheck terminal. Wireless technology can be a major advantage for establishments with drive-through facilities, long distances between service stations, outdoor dining areas, or in athletic stadiums or anywhere a pre check terminal would be impractical. Service may be greatly enhanced, since servers do not have to wait to use a precheck terminal during busy times and orders can be entered tableside. HHTs with two-way communications not only allow a server to include special instructions, such as "no salt" or "medium rare" as part of an order, but also enable production staff or management to immediately alert a server if an item is out of stock or ready for pick-up. Typically, when an order is ready for pick-up, the server receives a page and/or displayed message.

4. Explain "Off-Premises Catering"

There are many details involved in the proposal, planning, and execution stages of an off-premises catering activity. Initially, the caterer suggests a standard menu or set of menus to a client for consideration. The client either

selects from available offerings or requests a special meal plan. In either case, the caterer develops a proposal for the function. Caterers are responsible for food and beverage service and may also be contracted to provide furnishings, entertainment, decorations, and the like. Before an event, the caterer typically plans for necessary purchases, personnel, production, transportation, service, and rental equipment. Generally, the caterer arrives at a catered event with all these requirements, because supplemental equipment, product replenishment, and additional staff are usually not available at the catered site.

Catering software monitors and controls the activities associated with each stage of off-premises catering service. Many of the files created through the use of catering software packages perform functions similar to automated restaurant management applications. Typical files contained in a catering software package include:

- Ingredient file (FIDF).
- Recipe file (RIDF).
- Menu item file (MIDF).
- Proposal/contract file.
- Inventory file.
- General accounting files.

In addition to containing data on all purchased food and beverage products, the **ingredient file** includes data on such non-food items as labor, serving utensils, production equipment, rental equipment, disposable items, and entertainment options. The more complete this file, the easier it becomes for the caterer to assemble an entire catering service package.

While standard recipes for food service operations list ingredients and a set of assembly instructions, an off-premises catering recipe generally contains "ingredients" for non-food items as well. A table that seats eight persons could be entered as a **recipe into the catering (RIDF)** file. The recipe for an eight-top table would have nine ingredients: a table and eight chairs. If the caterer were planning an off-premises catering activity for 240 persons, the table and chairs recipe would be automatically multiplied up to 30 tables and 240 chairs

The **menu item file** contains meal plans for specific catered activities. Catering menu item files contain recipes for edible as well as non-food items. Some catering software packages allow users to create recipes for determining required *gratuities, insurance, and taxes*. All of these recipes are stored within a menu item file for the specific catered events.

A **proposal/contract file** accesses data contained in the menu item file, applies prices for menu items, and maintains a record of commitments. The inventory file and general accounting files perform functions similar to inventory and back office **accounting applications**.

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5. Explain Precosting / Postcosting Application.

Precosting is a special type of forecasting that compares forecasted guest counts with standard menu item recipe costs to yield an index of expense before an actual meal period. Precosting software applications can project costs on a portion, batch, or meal period basis. Precosting predictions are based on three types of data: an accurate cost of every item contained in the ingredient file (FIDF); a set of standard recipes stored in the recipe file (RIDF) containing a precise list of ingredients, quantities, and production procedures; and a menu plan specifying each item on the menu from the menu file (MIDF) and the projected number of portions to be consumed during the meal period.

Postcosting multiplies the number of menu items sold by standard recipe costs to determine a potential food cost quotient. When actual recipe costs are known, these figures are multiplied by the number of menu items sold to produce an actual food cost figure.

6. Explain Reports generated by Property management System.

Similar to many computer applications, the number and type of reports available through a reservation module are functions of the user's needs, software capability, and database contents. An in-house reservation module is designed to maximize room sales by accurately monitoring room availabilities and providing a detailed forecast of rooms revenue. A computer-generated **rooms availability report** lists, by room type, the number of rooms available each day (net remaining rooms in each category). Exhibit 4 shows one type of rooms availability report. A **revenue forecast report** projects future revenue by multiplying predicted occupancies by current house rates.