



ICM

SEPTEMBER 2015

FRONT OFFICE OPERATIONS & ADMINISTRATION

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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1. Effective control of room reservations will enable front office staff to deal with all subsequent enquiries.
 - a) Discuss the advantages of using a reservation form. [10]
 - b) Identify information that is recorded in a bookings diary. [5]
 - c) Outline TWO essential requirements front office staff should remember when using a hotel's black list. [5]
 2. Every overnight hotel guest, above the age of sixteen years, is required to complete registration details.
 - a) List the registration details that will be required from an overseas visitor. [5]
 - b) Explain why registration of guests is necessary. [5]
 - c) Outline the advantages in using Registration Cards for registering guests. [5]
 - d) Identify alternative methods that may be used to register guests. [5]
 3. Members of front office staff have a duty to minimise theft and fraud in the hotel.
 - a) Discuss how front office staff may reduce the risk of a guest paying with a stolen credit card. [10]
 - b) Explain how front office staff can ensure that a guest's bill is always ready for payment. [10]
 4. The perceived quality of service received influences how a guest sees a hotel. Explain how the quality of service perceived by a guest may be measured in EACH of the following aspects:
 - a) Communication
 - b) Competence
 - c) Courteousness
 - d) Reliability
 - e) Responsiveness [20]
 5. Staff in a front office will generate more income when they have been trained to sell.
 - a) Compare and contrast 'switch' selling with that of the 'sandwich' technique. [8]
 - b) Explain the 'inclusive terms' package, identifying the type of hotel that is most likely to offer this, and outlining advantages of this type of package to both the hotel and to the guest. [8]
 - c) Describe TWO activities that front office staff can carry out in order to reduce the impact of people who make bookings but fail to honour them (i.e. no-shows). [4]
 6. Intending clients will be encouraged to reserve accommodation through a variety of marketing methods. Examine the differences between Direct Individual Sales and Direct Group Sales. [20]
 7. Front office staff will be better informed if the guest management system installed in the hotel is capable of analysing financial performance and producing prompt management reports.
 - a) Examine FIVE reports that may be produced by a computerised control procedure and used to summarise aspects of the day's activity. [10]
 - b) Explain why the average guest rate may differ from the average room rate. [5]
 - c) Identify factors that need to be taken into consideration when preparing a room occupancy forecast. [5]
 8. Ever continuing development of technology demands that front office staff keep their skills up-to-date.
 - a) Discuss the advantages and disadvantages of using a computerised system in a front office. [10]
 - b) Explain the benefits that a member of front office staff may expect from using a computerised system in a hotel. [10]