



# ICM

DECEMBER 2016

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. An accurate and detailed record of every room booking is maintained by front office staff.
    - a) Describe the different methods by which front office staff may receive an enquiry from an intending guest for a room reservation. [10]
    - b) Compare and contrast the use of a Reservation Enquiry Card with that of the Hotel Diary. [10]
  2. Front office staff have to ensure that a guest's reception and stay in the hotel meets legal requirements.
    - 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 different methods for recording the registration details of guests. [5]
  3. Every hotel will need to record the income it receives from the sale of goods and services.
    - a) Discuss principles that should be followed in respect of a guest accounting system, to ensure that guests' bills are kept up-to-date. [10]
    - b) Explain how a guest may use EACH of the following items:
      - i Euro cheque
      - ii Credit card
      - iii Smart card
      - iv Travel agent's voucher
      - v Travellers' cheque [10]
  4. The use of social skills involves the application of verbal and non-verbal behaviour to a given situation.
    - a) Explain how body position and posture may be used to demonstrate interest and a willingness to assist. [6]
    - b) Discuss how gestures and expressions can convey honesty and friendliness. [6]
    - c) Examine additional non-verbal elements that will indicate one person's attitude towards another. [8]
  5. The aim of persons employed in the front office is to complete every possible sale.
    - 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 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. Direct marketing takes place between the producer and the consumer without an intermediate channel of distribution.
    - a) Compare the advantages of sending a personal letter to prospective guests with the disadvantages of using direct mail. [10]
    - b) Describe how the needs of a conference delegate may differ from those of a business traveller. [10]

*continued overleaf*

7. Various reports required by senior management need to be completed on a regular basis to facilitate the smooth running of the hotel.
- 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. A personal specification (sometimes referred to as a 'person specification') is widely used in the recruitment and selection process and can be used for promotion, training and manpower planning purposes.
- a) Prepare a personal specification for the post of a Junior Receptionist, indicating sub-headings in the specification, with ONE example of the essential criteria that may be listed under EACH sub-heading. [10]
  - b) Discuss factors that will influence the number of front office staff employed in a hotel. [10]