



ICM

MARCH 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. A range of different systems is available to hotel front office staff to record bookings for overnight accommodation.
 - a) Compare and contrast between alternative systems to record room availability that may be found in different types of hotels. [10]
 - b) Describe options that may be offered to an enquirer when a hotel does not have a particular type of room available on the night requested. [10]
 2. There is a legal obligation for a hotel to obtain certain information about every person who stays there.
 - a) Specify the registration details that are required from an overseas visitor. [5]
 - b) Discuss advantages in using individual registration cards. [5]
 - c) Describe the function of a room status board. [10]
 3. Front office staff have a responsibility to ensure guests' bills are always up-to-date and ready for payment and that bills are paid before a guest departs.
 - a) Examine security measures that can be taken to prevent a guest from leaving a hotel without paying their bill. [10]
 - b) Explain the checking procedure that should be implemented when accepting a bank cheque from a guest. [10]
 4. As the first person with whom a guest speaks upon arrival, front office staff play an influential role in making guests feel welcome.
 - a) Discuss how a receptionist may give reassurance to a guest upon arrival at a hotel. [8]
 - b) Describe the total service product in EACH of the following elements:
 - i Facilitating goods
 - ii Sensory benefits
 - iii Psychological benefits [12]
 5. Appropriate and correct use of social skills by front office staff will enhance customer experience and help to promote a hotel.
 - a) What do you understand by **social skills**? [5]
 - b) Outline FIVE elements that will contribute to a receptionist's behaviour in respect of social skills. [10]
 - c) Explain the difference between attitude and behaviour. [5]
 6. A hotel will be advised by a specialist department as to the most suitable method to distribute information on the services it can offer. Examine the differences between Direct Individual Sales and Direct Group Sales. [20]
 7. The price of accommodation is often the main determining factor when a tourist chooses a hotel.
 - a) Discuss the advantages to a hotel of introducing differential room rates compared with seasonal rates. [10]
 - b) Differentiate between an en pension tariff and an inclusive terms tariff. [10]

continued overleaf

8. When internal data is distributed amongst hotel departments, it needs to be current and accurate.
- a) Discuss the reasons why a housekeeper's report may show a room to be occupied when the room status board indicates that the room is vacant.
 - b) Examine the role of a night auditor.

[10]

[10]