



ICM

JUNE 2017

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. Accurate monitoring of room reservations will assist front office staff to achieve maximum occupancy.
 - 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. Records maintained by front office staff provide an important source of information for hotel management. Examine data that front office staff will record on EACH of the following documents:
 - a) Room record card
 - b) Guest history record
 - c) Room status record
 - d) Registration record
 - e) Arrivals list [20]
 3. Front office staff have a duty of care at all times towards the safety and welfare of hotel guests.
 - a) Describe the procedure front office staff can take when receiving a bomb warning by telephone. [8]
 - b) Examine security measures that front office staff should take to reduce the incidence of guests leaving without paying their bills. [12]
 4. Throughout their stay in a hotel, a guest will encounter a wide range of different experiences. Examine experiences that hotel guests may perceive in EACH of the following areas:
 - a) Tangible/material
 - b) Intangible/material
 - c) Tangible/social
 - d) Intangible/social [20]
 5. The increase of sales is a significant part of the day-to-day activities carried out by front office staff. Examine the numerous techniques that may be used by front office staff to increase revenue from hotel rooms. [20]
 6. Electronic marketing has transformed the way in which hotels attract and conduct business. Examine the differences between Direct Individual Sales and Direct Group Sales. [20]
 7. Groups have tremendous purchasing power and additional factors need to be considered when planning their programme. Examine key points that should be borne in mind when planning a visit for a large group of people. [20]
 8. A number of smaller, privately-owned hotels will still be using manual, or part-manual, control systems.
 - 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]