



# ICM

SEPTEMBER 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. The frequency of room changeover and the size of the hotel will influence the type of record selected for recording bedroom reservations.
    - a) Describe, with the aid of a diagram, the type of chart that a 300-bedroom hotel with standardised rooms is most likely to use for manually recorded advance bookings. [10]
    - b) Describe the manual system that will allow five or six receptionists taking room bookings at the same time to avoid excessive overbooking of rooms. [5]
    - c) Explain the use of a black list. [5]
  2. Every hotel is required by law to register the details of every person, aged sixteen years and over, who stays overnight.
    - a) Examine the registration procedure of a guest, explaining how a hotel benefits from the process, and identify information that is legally required from a guest. [10]
    - b) Describe details about a bedroom that may be indicated on a room status board. [5]
    - c) Discuss services that a guest may require on their day of departure. [5]
  3. A hotel guest may choose to settle their accommodation account from a selection of different methods.
    - a) Discuss the various methods of payment by which guests may settle their accounts, identifying ONE advantage in EACH method. [14]
    - b) Outline the checks that a member of front office staff should make before accepting payment in a foreign currency. [6]
  4. The first person with whom a guest speaks upon arrival places front office staff in a unique and influential position in the welcoming of guests.
    - 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 behaviour from members of front office staff will encourage guests to view the hotel in a more favourable light. Examine elements of behaviour amongst front office personnel that will influence how a guest may perceive an establishment. [20]
  6. Direct marketing involves the hotel communicating directly with consumers and not engaging 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. A regular supply of performance reports will help the front office manager to carry out their duties in an efficient manner.
- 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 front office manager will have access to a number of support documents to assist in identifying attributes amongst job applicants before employing the most suitable candidate.
- a) Prepare a personal specification for 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) Produce a 'guest questionnaire' suitable for providing information on guests' opinions on a hotel's services, cleanliness and prices. [10]