



ICM

SEPTEMBER 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. The front office is responsible for recording advance reservations concerning the advance letting of bedroom accommodation.
 - a) Identify information that front office staff should record on a reservation form. [10]
 - b) Outline advantages in using a reservation form. [5]
 - c) Explain why recording information on a computer may be more demanding of front office staff. [5]
 2. Every person, aged sixteen years of age and over, who stays overnight in a hotel, has a legal obligation to register their details.
 - 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. Front office staff are required to ensure that a guest's bill is kept up-to-date so that the account is always ready for payment.
 - a) Discuss the principles that should be followed in respect of a guest accounting system, to ensure that guests' bills are kept up-to-date. [10]
 - b) Discuss the benefits of a computerised (CRS) or electronic (machine accounting) system over a manual accounting system. [10]
 4. Good service focuses on meeting and satisfying customer needs.
 - a) Explain how a service will differ from material goods. [10]
 - b) Examine the ways in which service quality may be measured. [10]
 5. One of the most important statistics in a hotel is the level of room occupancy.
 - a) Examine what action front office staff can take in order to reduce the impact of people who make bookings but fail to honour them (no-shows). [10]
 - b) Explain what overbooking entails and how front office staff should monitor the process. [5]
 - c) Discuss why the profit ratio is greater from selling accommodation than that received from selling food or beverages. [5]
 6. Group bookings are an important source of business for hotels and may be secured from a number of sources. Examine the use of intermediate agencies as a means of bringing hotels and customers together. [20]
 7. Large hotels will operate a programme of different tariffs, with pre-determined categories of visitor having a unique tariff that may alter with the time of year.
 - a) Discuss the advantages in introducing differential room rates as opposed to seasonal rates. [10]
 - b) Explain how the needs of a conference delegate may differ from those of a business traveller. [10]
 8. The continuous development of technology requires front office staff to keep up-to-date with their technical skills.
 - 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]