



FRONT OFFICE OPERATIONS & ADMINISTRATION

June 2021

Time allowed

Three hours

Instructions

- Write the question number next to each answer in your answer booklet.
- You are not required to rewrite the question in your answer booklet.
- Ensure that you pay particular attention to words in **bold**.

Information

- Different questions may carry a different number of marks.
- Marks for each question are shown in [].

Advice

- Read each question carefully before you start to answer it.
- Use the full time permitted and check all your answers.

Materials

- Notes or books are not permitted.
- Non-programmable calculators are permitted.

ANSWER ANY FIVE QUESTIONS FROM THE FOLLOWING EIGHT QUESTIONS

1. Front office staff engage in both hospitality and service.
(a) Explain the similarities and differences between hospitality and service. [8 marks]
(b) Explain the reasons why quality of service is essential to the front office team. [12 marks]
2. Social skills and making sales are both equally important to a successful front office department.
(a) Describe **five** staff behaviours that can affect the overall service to a guest. [10 marks]
(b) Explain **five** methods that can be used by front office staff to increase average room rates. [10 marks]
3. All hotels are legally required to keep a record of guests who stay overnight.
(a) Describe the functions of each of the following:
(i) Registration book/form/card [4 marks]
(ii) Room status report [4 marks]
(iii) Guest index [4 marks]
(iv) Departures sheet [4 marks]
(b) Explain how the security of guest information can be maintained. [4 marks]
4. Hotel staff must anticipate, manage, and prevent the threat of terrorism.
(a) Explain the process front office staff must follow if they receive a phone call notifying them of a threat to the hotel. [10 marks]
(b) Design a form for recording a bomb threat to a hotel. [10 marks]
5. The size of the hotel will influence the type of front office control system that is installed to manage room reservations.
(a) Explain the similarities and differences between a computerised room reservations system and a manual room reservations system. [16 marks]
(b) Describe the options that can be offered to an enquirer when a hotel does not have a particular type of room available on the night requested. [4 marks]
6. Effectively controlling how rooms are sold is an important aspect of the front office team.
(a) Describe how the front office staff can effectively handle no shows. [10 marks]
(b) Explain the purpose of seasonal rates. [10 marks]
7. A hotel's guests can be composed of individual and group bookings.
(a) Evaluate the benefits and limitations of accepting group inclusive tours (package holidays). [10 marks]
(b) Explain the ways in which a hotel can assess the value of group bookings. [10 marks]

8. Staff recruitment and selection is an important task for establishing a successful front office team.

(a) Describe the seven-point plan that can be used to design a person specification.

[10 marks]

(b) Design a job description for a senior receptionist in a 4-star hotel.

[10 marks]

END OF QUESTIONS