JUNE 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 [ ]

1.   Size of hotel and skills of front office personnel will determine 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.   Hoteliers have a legal obligation to obtain certain information from all persons over sixteen years of age who stay for one night or more.
     a)   Compare the advantages and disadvantages of a guest registration book with a system using individual guest registration cards.   [14]
     b)   Describe the procedure that a receptionist should follow when accepting from a guest a valuable article for safekeeping.   [6]

3.   Guests expect not to wait for their bills, and the ability to hand them out upon demand is essential.
     a)   State ONE advantage and ONE disadvantage in EACH of the following methods of preparing guests' bills:
          i   Tabular ledger
          ii   Electronic billing machine
          iii   Computerised system   [6]
     b)   Discuss guidelines that should be followed by front office staff when accepting travellers' cheques from a guest.   [10]
     c)   Explain the difference between 'COD' and 'VPOs'.   [4]

4.   Hotel guests will be presented with a wide range of different experiences during their stay. Examine experiences that guests may perceive in EACH of the following areas:
     a)   Tangible/material
     b)   Intangible/material
     c)   Tangible/social
     d)   Intangible/social   [20]

5.   The manner in which a member of front office staff behaves is a standard which clients will use to measure the quality of the hotel. Examine elements of behaviour amongst front office personnel that will influence how a client perceives an establishment.   [20]

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]