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# FRONT OFFICE OPERATIONS & ADMINISTRATION

December 2021

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## 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.



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**ANSWER ANY FIVE QUESTIONS FROM THE FOLLOWING EIGHT QUESTIONS**

1. Hotels use a range of methods to deal with advance bookings, whether manual or computerised.
  - (a) State **five** purposes of an advance booking system. [5 marks]
  - (b) Explain the purpose of a bookings diary. [5 marks]
  - (c) Evaluate the advantages and disadvantages of using a conventional chart. [10 marks]
  
2.
  - (a) Explain the **three** main functions of a guest registration form. [6 marks]
  - (b) Explain the benefits of a hotel issuing electronic room keys instead of more traditional metal keys. [4 marks]
  - (c) The Hotel Proprietors Act of 1956 states that a hotel proprietor may be liable for any loss or damage to guest's property.  
Explain the safe custody routine hotel staff must follow when providing safe keeping of guest property. [10 marks]
  
3. Discuss the main features of computerised billing systems. [20 marks]
  
4.
  - (a) Describe **two** kinds of threat to the security and safety of guests and staff that a hotel must consider. [4 marks]
  - (b) Describe **four** fire safety measures a hotel must maintain. [8 marks]
  - (c) Explain the differences between hospitality and service. [8 marks]
  
5.
  - (a) Explain the importance of self-presentation in relation to how front office staff are dressed and groomed. [4 marks]
  - (b) Explain the ways in which front office staff can effectively increase occupancy levels in a hotel. [6 marks]
  - (c) Front office staff behaviour contributes to the enjoyment of a guest's stay.  
State the elements of behaviour that will influence how a guest perceives an establishment. [10 marks]
  
6. Describe **five** methods a customer can use to find a suitable hotel for their needs. [20 marks]
  
7. A hotel's main aim is to ensure rooms are occupied every night of the week.
  - (a) Explain what is meant by the term yield management. [3 marks]
  - (b) State **five** factors that affect whether a hotel can maintain yield. [5 marks]
  - (c) Explain what is meant by each of the following terms:
    - (i) Price taking/followership [3 marks]
    - (ii) Top down pricing [5 marks]
    - (iii) Rate cutting [2 marks]
    - (iv) Prestige product pricing [2 marks]
  
8. Control of front office operations is one aspect of general management control covering all hotel operations.
  - (a) State **three** aspects of the control process. [3 marks]
  - (b) Describe **five** features that would be included on a typical daily occupancy report. [5 marks]
  - (c) Describe control statistics that hotel management will analyse. [12 marks]

**END OF QUESTIONS**