



FRONT OFFICE OPERATIONS & ADMINISTRATION

March 2022

Time allowed

Three hours

Instructions

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

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. Evaluate the advantages and disadvantages of using computer systems for front office operations. [20 marks]
2. (a) Explain the purpose of an overbooking policy. [4 marks]
(b) Discuss the issues which result from overbooking, including the ways these issues can be managed. [16 marks]
3. (a) Explain what is meant by the term 'black listed' in the context of front office procedures. Use examples to support your explanation. [8 marks]
(b) Outline the measures that front office staff can take to reduce the number of guests leaving a hotel without paying. [12 marks]
4. (a) State **five** circumstances in which a hotel owner can refuse accommodation to a potential guest. [5 marks]
(b) Describe the procedure front office staff must follow when a guest disputes their bill. [15 marks]
5. Hospitality involves anticipating and satisfying a guest's needs.
(a) State **five** types of tangible needs of guests. [5 marks]
(b) Describe the intangible needs of guests. [5 marks]
(c) Outline **five** approaches front office staff can take to provide a quality service. [10 marks]
6. Evaluate **one** advantage and **one** disadvantage to a hotel of each of the following marketing tools:
(a) Intermediaries [4 marks]
(b) Direct sales [4 marks]
(c) Travel agent [4 marks]
(d) Internet [4 marks]
(e) Brochures [4 marks]
7. A hotel decides to offer inclusive or non-inclusive room rates depending on two factors. Describe the considerations for each of the following factors:
(a) Guest characteristics [10 marks]
(b) Hotel characteristics [10 marks]
8. (a) Define what is meant by the term yield management. [4 marks]
(b) Outline the ways in which hotels can manage yield. [6 marks]
(c) Explain the difference between differential rates and seasonal rates. [10 marks]

END OF QUESTIONS