JUNE 2013 EXAMINATION

DATE: 3 JUNE 2013

TIME: 09H00 – 12H00 TOTAL: 100 MARKS

DURATION: 3 HOURS PASS MARK: 40%

(VOC-1206)

FRONT OFFICE OPERATIONS

THIS EXAMINATION PAPER CONSISTS OF 4 SECTIONS:

SECTION A: CONSISTS OF:
(i) 10 MULTIPLE-CHOICE QUESTIONS (10 MARKS)
(ii) 5 TRUE OR FALSE QUESTIONS (10 MARKS)
(iii) 10 MATCHING-STATEMENT QUESTIONS (10 MARKS)

ANSWER ALL THE QUESTIONS

SECTION B: CONSISTS OF 3 SHORT QUESTIONS

ANSWER ALL THE QUESTIONS (10 MARKS)

SECTION C: CONSISTS OF 3 LONG ANSWER QUESTIONS

ANSWER ALL THE QUESTIONS (40 MARKS)

SECTION D: CONSISTS OF 3 INTERPRETATIVE QUESTIONS

ANSWER ANY ONE OF THE QUESTIONS (20 MARKS)

INSTRUCTIONS:

1. Read the following instructions carefully before answering the paper, as failure to act upon them will result in a loss of marks.
2. Write your answers in your answer book, which is provided in the exam.
3. Ensure that your name and student number are clearly indicated on your answer book.
4. Write your answers in either blue or black ink in your answer book.
5. Read each question very carefully before you answer it and number your answers exactly as the questions are numbered.
6. Begin with the question for which you think you will get the best marks.
7. Note the mark allocations for each question – give enough facts to earn the marks allocated. Don't waste time by giving more information than required.
8. You are welcome to use diagrams to illustrate your answers.
9. Please write neatly – we cannot mark illegible handwriting.
10. Any student caught cheating will have his or her examination paper and notes confiscated. The College will take disciplinary measures to protect the integrity of these examinations.
11. If there is something wrong with or missing from your exam paper or your answer book, please inform your invigilator immediately. If you do not inform your invigilator about a problem, the College will not be able to rectify it afterwards, and your marks cannot be adjusted to allow for the problem.
12. This paper may be removed from the examination hall after the examination has taken place.

NOTE: YOU ARE ALLOWED TO USE A NON-PROGRAMMABLE CALCULATOR.
SECTION A

(30 MARKS)

ANSWER ALL THE QUESTIONS

(i) MULTIPLE-CHOICE QUESTIONS

Choose the correct option for each of the following. Write only the question number and your chosen answer. For instance, if you think that the correct answer for number 1 is (a), then write it as 1. (a).

1. Which one of the following types of hotel attract business travellers who need accommodation for a short period?
   (a) pleasure resorts
   (b) residential hotels
   (c) commercial hotels
   (d) all-suite hotels

2. Franchised hotels are operated and owned by a:
   (a) general manager.
   (b) franchisee.
   (c) franchisor.
   (d) supervisor.

3. When an employee is trained in a colleague's job, it is known as:
   (a) skills training.
   (b) promotion.
   (c) observation.
   (d) cross-training.

4. Which one of the following types of personnel is part of uniformed services?
   (a) door attendants
   (b) housekeepers
   (c) night auditors
   (d) front office supervisors

5. A clean, unoccupied and ready to be rented room is called:
   (a) on-change.
   (b) occupied.
   (c) out-of-order.
   (d) ready.
6. The grouping of accounts is known as:
   (a) a ledger.
   (b) a point of sale.
   (c) a voucher.
   (d) a sale.

7. Completing room charges to each guest account is known as:
   (a) reserving.
   (b) cashiering.
   (c) receiving.
   (d) housekeeping.

8. The four main principles that you need to remember when setting standards are:
   (a) quality, relevance, consistency and time.
   (b) time, quality, cost and quantity.
   (c) cost, quantity, preparation and time.
   (d) consistency, relevance, honesty and communication.

9. The task of bringing customers to the hotel is done by:
   (a) advertising.
   (b) marketing.
   (c) promoting.
   (d) analysing.

10. How is the average room rate calculated?
    (a) total room revenue divided by total rooms let
    (b) total rooms let divided by total room revenue
    (c) average room rate multiplied by total room revenue
    (d) total accommodation revenue multiplied by average room rate

(ii) TRUE OR FALSE QUESTIONS

Indicate whether the following statements are true or false. Motivate all your answers.

1. The front desk agent must be able to welcome guests to the hotel.

2. The concierge is responsible for the turn down service in a hotel.

3. The 'graveyard shift' in a hotel runs from 15h00 until 23h00.

4. Yield management is the management of the different groups of business that yield different rates.

5. Advertising is where the customer is booked into the hotel by a third party.
(iii) **MATCHING-STATEMENT QUESTIONS**

Match the statements in Column B to the terms in Column A. Write down the answers only, for example 1. (a).

<table>
<thead>
<tr>
<th>Column A</th>
<th>Column B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. grouping of accounts</td>
<td>(a) the master key</td>
</tr>
<tr>
<td>2. intermediary</td>
<td>(b) the house list</td>
</tr>
<tr>
<td>3. groups of people</td>
<td>(c) a series of steps that need to be undertaken in order for a task to be completed</td>
</tr>
<tr>
<td>4. standards</td>
<td>(d) rates based on the price that the customer is prepared to pay</td>
</tr>
<tr>
<td>5. controls and incorporates several passkeys</td>
<td>(e) the cashier</td>
</tr>
<tr>
<td>6. MOD</td>
<td>(f) teams</td>
</tr>
<tr>
<td>7. guest list</td>
<td>(g) ledger</td>
</tr>
<tr>
<td>8. procedure</td>
<td>(h) go-between</td>
</tr>
<tr>
<td>9. market-based pricing</td>
<td>(i) the required level of performance for each task</td>
</tr>
<tr>
<td>10. exchanges travellers’ cheques</td>
<td>(j) manager on duty</td>
</tr>
</tbody>
</table>
SECTION B: SHORT QUESTIONS (10 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
Differentiate between 'adjoining' rooms and 'connecting' rooms. [2]

QUESTION 2
Briefly explain the importance of a registration card. [2]

QUESTION 3
(a) i. Which budget shows the amount of money that can be spent on capital expenditure? (1)
   ii. What two methods are used to determine rates at a hotel? (2)
(b) Name three types of keys used in a hotel. (3) [6]

[10]
SECTION C: LONG ANSWER QUESTIONS

ANSWER ALL THE QUESTIONS

QUESTION 1
(a) List five ways in which a guest can pay at a hotel. (5)
(b) Give reasons why the night auditor compiles a house list (guest list) for management. (5) [10]

QUESTION 2
Explain the following terms:
(a) walk-ins (2)
(b) upselling (2)
(c) overbooking (3)
(d) guaranteed reservation (3) [10]

QUESTION 3
(a) Describe the procedure for handling an armed robbery. (10)
(b) List the duties of the Front Desk Agent. (10) [20]

[40]
SECTION D: INTERPRETATIVE QUESTIONS (20 MARKS)

ANSWER ANY ONE OF THE QUESTIONS

QUESTION 1

(a) Identify the areas in the front office department that are the responsibility of managers and supervisors. (5 × 2 = 10)

(b) Identify five elements that make up the service package of a hotel. (5 × 2 = 10) [20]

OR

QUESTION 2

The room occupancy percentage and the bed occupancy percentage of a hotel are of vital importance to any hotel manager. Using the information below, work out the room occupancy percentage and the bed occupancy percentage for the particular establishment.

(a) The Pink Umbrella Country Hotel has 100 rooms – 40 double rooms and 60 twin rooms. On the night of 07 December 2011, they have 72 rooms occupied. The following night on 08 December 2011, they have a bed occupancy of 168. Work out the room occupancy percentage and the bed occupancy percentage for the nights in question. Remember to include your method (explanation) and working out and not just the answer.

(Room occupancy – 7 marks)
(Bed occupancy – 7 marks) (14)

(b) Provide the formula for calculating the average rate of a room. (6) [20]

OR

QUESTION 3

Describe the 10 step checking-in procedure that is used at the front office. [10 × 2 = 20]

[20]

Section A: 30 marks
Section B: 10 marks
Section C: 40 marks
Section D: 20 marks
TOTAL: 100 MARKS