NOVEMBER 2013 EXAMINATION

DATE: 4 NOVEMBER 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.
(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. At which one of the following will you find a large number of staff to pay close attention to the guest's needs?
   (a) mid-market hotel
   (b) small-independent hotel
   (c) luxury service hotel
   (d) budget service hotel

2. Which member of staff will take your car to the hotel's parking garage?
   (a) concierge
   (b) telephone operator
   (c) door attendant
   (d) valet parking attendant

3. A _____ is a slot or opening in which you can place cards to show bookings.
   (a) density chart
   (b) rack system
   (c) reservations diary
   (d) front desk-filling cabinet

4. Which one of the following is an advantage of the pre-registration process?
   (a) Pre-registration speeds up the process.
   (b) Pre-registration confirms the type of customer.
   (c) Pre-registration lets kitchen staff know who has tea in the mornings.
   (d) Pre-registration allows less staff to be on duty.

5. Front office transactions are normally shown on account statements called ______.
   (a) Accounts
   (b) Reservations
   (c) Vouchers
   (d) Folios

6. The main cause of damage or harm to a guest or employee is ______.
   (a) fire
   (b) electrical shock
   (c) negligence
   (d) contractors
7. Which of the following types of pricing is calculated, and then a portion added on to give a return to the hotel?
   (a) cost-based pricing  
   (b) prestige-based pricing  
   (c) market-based pricing  
   (d) consumer-based pricing

8. What happens to guests who have paid their deposit and then decide to cancel their reservation?
   (a) The guests will not get their deposit back.  
   (b) The hotel will look into refunding the deposit.  
   (c) The guests will have to pay for their stay even though they are not coming.  
   (d) The hotel will charge the guests a cancellation fee.

9. The management of different groups of business who are offered different rates to achieve optimum sales for the hotel is called _____.
   (a) target marketing
   (b) sales force
   (c) yield management
   (d) customer focus marketing

10. Taking more bookings than the hotel has rooms is known as _____.
    (a) non-arrivals
    (b) repeats
    (c) cancellations
    (d) overbooking

(ii) TRUE OR FALSE QUESTIONS

Indicate whether the following statements are True or False. Motivate all your answers.

1. All-suite hotels offer accommodation to long-term or permanent residents.
2. The front office manager reports to the reservations agent.
3. The master key will open any guest room door.
4. Lost and found property should be kept for 120 days.
5. The city ledger is the set of guest accounts that match the number of registered hotel guests.

[5 × 2 = 10]
(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. permanent staff</td>
<td>(a) treated as cash</td>
</tr>
<tr>
<td>2. petty cash</td>
<td>(b) contract employees</td>
</tr>
<tr>
<td>3. fixed-term staff</td>
<td>(c) the drive that a person has to achieve a goal</td>
</tr>
<tr>
<td>4. credit card</td>
<td>(d) pay out small amounts of money, for, for example, magazines</td>
</tr>
<tr>
<td>5. planning</td>
<td>(e) monthly salary</td>
</tr>
<tr>
<td>6. job description</td>
<td>(f) forecast of revenue and expenses</td>
</tr>
<tr>
<td>7. casual staff</td>
<td>(g) first stage of management process</td>
</tr>
<tr>
<td>8. motivation</td>
<td>(h) list of tasks</td>
</tr>
<tr>
<td>9. capital budget</td>
<td>(i) staff who work only on busy days</td>
</tr>
<tr>
<td>10. operating budget</td>
<td>(j) the amount of money that can be spent on capital expenditure</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
Give two phases of the guest cycle. [2]

QUESTION 3
(a) i. Define a cash bank. (1)
    ii. Define cash. (2)
(b) Identify three duties of the night manager. (3) [6]
    [10]
SECTION C: LONG ANSWER QUESTIONS (40 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
(a) Give five duties of the reservations agent. (5)
(b) List the factors that influence the tariff selection. (5) [10]

QUESTION 2
Describe the guidelines that must be followed when the front desk agent answers the telephone. [5 × 2 = 10]

QUESTION 3
(a) i. Identify the four main aims of costing in the front office. (4 × 2 = 8)
    ii. Explain what a budget is. (2)
(b) Give the advantages and disadvantages of negotiating rates for tour groups. (5 × 2 = 10) [20]

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

ANSWER ANY ONE OF THE QUESTIONS

QUESTION 1

(a) Outline the steps to follow when a guest checks out of the hotel. (5 × 2 = 10)

(b) Describe the procedure for handling a bomb threat. (10) [20]

OR

QUESTION 2

Identify the information that should be on your checklist to ensure that you have requested all the details needed for complete reservation. [10 × 2 = 20]

OR

QUESTION 3

Every manager wants to ensure that each new employee fits into the new job environment as soon as possible.

(a) Explain the purpose of an induction programme for new employees. (5 × 2 = 10)

(b) As part of your motivational programme for new employees, explain how you satisfy employees' needs. (5 × 2 = 10) [20]

[20]

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