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FINAL
Examination Paper

(COVER PAGE)

Session : August 2018

Programme : Diploma In Hotel Management (DHMN/DHM)

Course : DHM1103 : Front Office Management

Date of Examination : December 10, 2018 (Monday)

Time : 5:00 pm – 7:00 pm

Duration : 2 Hours Reading Time : Nil

Special Instructions :

SECTION A : This section consists of **THIRTY (30)** questions. Answer **ALL** questions in the

OMR sheet provided.

SECTION B : Answer **ALL** short answer questions in the answer booklet provided.

IMPORTANT NOTE : **THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL**

Materials Permitted : Nil

Materials Provided : OMR Sheets

Examiner(s) : Chef Shazeel Ali Sardar Ali and Siti Nur Kamaruddin

Moderator : Dr Rozila Ahmad

This paper consists of 9 printed pages, including the cover page.

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHM/DHMN)
DHM1103: FRONT OFFICE MANAGEMENT
FINAL EXAMINATION: AUGUST 2018 SESSION

Section A: Multiple Choice Question (30 marks)

Instructions: This section consists of **THIRTY (30)** questions. Answer **ALL** questions in the **OMR** sheet provided.

1. A sub-division in Front Office department that requires secretarial services.
 - A. Cashier
 - B. Reception
 - C. Concierge
 - D. Business Center

2. A data management system that uses an integration of tele-communication, Wi-Fi and public address system.
 - A. Fidelio
 - B. E-FCS
 - C. PABX
 - D. Opera PMS

3. A type of room that has a separate living, kitchen and bedroom in a hotel property.
 - A. Exec Room
 - B. Studio suite
 - C. Deluxe Suite
 - D. Presidential suite

4. The term 'block' refers to:
 - A. When a specific room is reserved for specific guest.
 - B. Computerized form of performing the check-in process.
 - C. When a sale is pre-portioned upon verifying the guests credit card.
 - D. Where guest charges are not able to be automatically posted to his/her folio.

5. The guest cycle involves four systematic process and they are:
 - A. Reservation, Cashiering, Check-Out and Cashiering.
 - B. Arrival, Post-arrival, Departure and In-House.
 - C. Pre-Arrival, Arrival, In-House and Departure.
 - D. All of the above.

6. Mr John Abraham has booked a Superior Room on 15th November 2018. The Duty Manager discovered that he was a returning guest and decided to change his room to Deluxe Room (without any additional charges). This process is known as:
- A. Complimentary
 - B. Upselling
 - C. Upgrading
 - D. Room Changing

7. When a room promotion is **NOT** available for sell during a certain period, it is known as:
- A. No sale
 - B. Cut-Out date
 - C. Block-Out period
 - D. Preventive Maintenance

8. Hotel Website, Cluster Reservation, SABRE, Agoda.com, AirAsiaGo

What does these above sources of reservation examples represent?

- A. Reservation Method.
 - B. Reservation Inquiries.
 - C. Global Distribution Channel.
 - D. Property Reservation Department.
9. A sub-division of the Front Office department which operates at the back of the house.
- A. Operator
 - B. Concierge
 - C. Business Center
 - D. Executive Lounge
10. The term yield management is a variable pricing strategy that aims to maximize:
- A. cost
 - B. revenue
 - C. occupancy
 - D. room price

11. Which below is **NOT** an example reason for a complimentary night stay?
 - A. Delayed flight.
 - B. Service Recovery.
 - C. Membership entitlement.
 - D. Weekend responsibilities of a Duty Manager.

12. If you are to block a room for next day group guest arrival, you should put the room on _____ status.
 - A. VD
 - B. VC
 - C. OOO
 - D. OOS

13. Which below is a revenue strategy applying common sense room pricing?
 - A. Market Condition Approach
 - B. Competitor Elimination
 - C. Hubbert Formula
 - D. Rule Of Thumb

14. The end of day process will produce report which will then be handover to:
 - A. General Manager
 - B. Finance department
 - C. Executive housekeeper
 - D. Sales and Marketing Manager

15. A hotel room rate may change depending on season, location and _____.
 - A. Events nearby
 - B. No rooms availability in the next city
 - C. Number of rooms available in the city
 - D. Annual target set by the hotel management

16. During revenue meeting, you as a Front Office Manager would make decision to alter the room rate based on:
 - A. Estimation of rooms available in the city
 - B. Competitors room pricing
 - C. Last year's room rate
 - D. Forecasting data

17. If a room category is fully sold and not available during walk-in, but there are still room of other category, a front officer must:
- A. Upsell the rooms.
 - B. Upgrades the room complimentary.
 - C. Tell the guest to go to another hotel.
 - D. Tell the guest there is no more rooms available.
18. A hotel may utilize _____ in order to save time for check-in and to reduce guests from queuing in a long line.
- A. ATM Machine
 - B. PABX System
 - C. FCS Engineering
 - D. Self Check-In Kiosk
19. A technique used to maximize revenue by combining occupancy percentage and average daily rate into single statistics is known as:
- A. RevPAR
 - B. Rate Spread
 - C. Revenue Management
 - D. Multiple Occupancy Percentage
20. Which below is **NOT** the purpose of night auditing in the Front Office department?
- A. To check error in rooms availability.
 - B. To ensure no error in cashiers report.
 - C. Avoid cash losses as reported in cashier report.
 - D. Ensure the property management system being corrected nightly.
21. The hotel property management system will usually be updated around _____.
- A. 3.00pm
 - B. 12noon
 - C. 7.00am
 - D. 5.00am

22. A type of guest who leaves the hotel without intention to pay his or her room account.
- A. Skipper
 - B. Extend Stay
 - C. Late Charge
 - D. Room Discrepancy
23. When there is a lost and found inquiry, the operator will transfer the call to:
- A. Housekeeping department
 - B. Maintenance department
 - C. Security department
 - D. Maintenance office
24. If a guest turns out to be wandering at the lobby, you would:
- A. Kindly ask them to leave the establishment
 - B. Ask the guest if they need assistance
 - C. Offer him or her welcome drink
 - D. Check with the security officer
25. Which below is **NOT** a part of security procedure in Front Office department.
- A. Park lots.
 - B. Lost and found.
 - C. Key assignment.
 - D. Suspicious person.
26. The main responsibility of a Duty Manager when there is a guest complaint is to:
- A. Meet the guest.
 - B. Log down in morning briefing report.
 - C. Conduct investigation with the security officer.
 - D. All of the above.
27. A technique to recover service by giving a better room category to a complaint guest.
- A. Upgrading.
 - B. Up-Selling.
 - C. Push selling.
 - D. Down grading.

28.

Total Room Revenue <hr style="width: 50%; margin: 0 auto;"/> No. of Rooms Sold

The above formula is used for the calculation of:

- A. Average Room Rate
 B. average occupancy
 C. daily occupancy percentage
 D. multiple occupancy percentage
29. When a guest stay in a 5-star hotel, he or she is provided with security measure to ensure his safety within the establishment. Which below can be a threat within the hotel establishment?
- (i) Other guests
 (ii) Parking perimeter
 (iii) Staff and employees themselves
 (iv) Vendors, supplier and passer by
- A. (i) and (iii) only
 B. (i), (ii) and (iii) only
 C. (ii), (iii) and (iv) only
 D. All of the above.
30. Marcus have been working as a Chief Concierge for a year now. He meets guests daily and direct them to wherever they want to be. If a guest wants to make a surprise party for his wife, he should:
- (i) Arrange with an outside restaurant
 (ii) Arrange an in-house special treatment like spa massage
 (iii) Inform florist to prepare bouquet of flowers arrangement
 (iv) Liaise with the hotel restaurant to arrange it in their room
- A. (i) and (iii) only
 B. (i), (ii) and (iii) only
 C. (ii), (iii) and (iv) only
 D. All of the above.

Section B: Answer **ALL** questions in the answer booklet provided. (70 marks)

Question 1

Forecasting gives an estimate of revenue that should be generated by a hotel in near future. Forecasting, which is a difficult skill to develop, can be acquired through the effective and efficient tracking of records, by using accurate data calculations and through experience. List **FIVE (5)** information needed by the Front Office Managers when preparing the forecast for the hotel. (10 marks)

Question 2

The reservation department plays a very important role in increasing the efficiency of the hotel. The data generated during the reservation process can be utilized to accelerate the facilitation of guest services and planning activities of the sales department. Explain **FOUR (4)** importance of reservation to a hotel in Malaysia? (10 marks)

Question 3

The front office is the contact point between the guest, management and other departments. Describe **FIVE (5)** front office functions applied in a hotel in Malaysia? (10 marks)

Question 4

Fire is among the major potential hazard associated with hotels. It could take place due to cigarette smoking in rooms, faulty electrical wiring or faulty equipments. Explain **FIVE (5)** guidelines applied in hotel when there is a fire. (10 marks)

Question 5

As the Duty Manager for “ABC Hotel”, how will you minimize guest late check-outs? (10 marks)

Question 6

Explain the procedure for handling left luggage in a 5 star hotel. (10 marks)

Question 7

Front office department is responsible for communicating with all other departments in the hotel as well as different sections within the department. To get the front office and back office jobs done successfully, the front office staff members need to communicate with their peers as well as the colleagues and subordinates. Describe below on how front office needs to communicate with the other departments:-

- (a) Human Resource
- (b) Accounts
- (c) Sales and Marketing
- (d) Food and Beverage
- (e) Housekeeping

(10 marks)

-THE END-

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