

FINAL
Alternative Assessment

(COVER PAGE)

Session : April 2022

Programme : Diploma in Hotel Management Programme (DHMN)

Course : **DHM1103: Front Office Management**

Date of Examination : 2 August 2022 (Tuesday)

Time : 12:00pm – 04:00pm Reading Time : Nil

Duration : 4 hours

Special Instructions :

Answer **ALL** questions.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Mr. Jeff Chang Wei Lim**

Chief Moderator : Mr. Shazeel Ali Sardar Ali

This paper consists of 4 printed pages, including the cover page.

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
DHM1103: FRONT OFFICE MANAGEMENT
FINAL ALTERNATE ASSESSMENT: APRIL 2022 SESSION

Instruction:

1. Please read these rules and confirm by email that you have read and understood them.
2. You have **exactly 4 hours** to solve the exam. **Write your answer in a word file. Upload the answers into SafeAssign, the same Final Exam Folder.**
3. **The handwritten answer is NOT acceptable.**
4. Remember, you are only allowed **1 attempt** for SafeAssign submission.
5. Absolutely no extensions. Late submission will be severely penalized.
6. The exam must be taken completely alone. Showing or discussing it with anybody is forbidden, including (but not limited to) the other students in the course in current or previous years. It is also forbidden to use any solutions to similar problems from previous years as reference materials.
7. You may use any publicly available material you want, including books, the internet, etc. (you are NOT allowed to submit questions to internet discussion groups, though!)
8. If you find a solution to a test problem in a book or online, cite it in your submission and do not copy it as-is, but make changes that demonstrate you understand what you are writing. Otherwise, we may not accept it.
9. Read the marking rubric before answering all questions.
10. Answer **ALL** questions.

Question 1:**Scenario Case**

Adeline, general manager of The Garden Hotel, has received a phone call from the Service Feedback Agency, which she employs to provide feedback on customer service. The agent from this service said 6 of 15 former guests indicate a lengthy delay in the checkout, the hold-up was caused by a desk clerk who repeatedly called for the supervisor to clarify how to operate the PMS. On top of that, none of the 15 former guests was asked to make a future reservation.

Ms. Adeline calls Cedrick, the front office manager, into her office to discuss this report. Cedrick finds the service feedback report is a kind of serious matter to be solved and promises to rectify the matter. Later that day, he calls Vincent, the head cashier, into his office. He asks him to write a step-by-step procedure for checking out a guest, with particular attention to the use of the PMS. She also calls Angela, the head reservation agent, into his office and asks why no future reservations are being requested at the time of checkout. Angela indicates the desk clerks are busy and just don't have time to request another reservation.

- a) Refer to the scenario above, and discuss the reason why Mr. Cedrick, the front office manager asked Mr. Vincent, the head cashier to write a step-by-step procedure for checking out a guest? (Write in a minimum of 150 words.) **(15 marks)**
- b) Discuss the importance of making a future reservation upon guest check out to The Garden Hotel? **(15 marks)**
- c) Suggest ways for Adeline how to motivate her desk clerks to ask for an additional reservation at checkout? **(15 marks)**

Question 2

Obtaining accurate guest data during the registration process is crucial in front office management. Discuss why is this process important with appropriate examples? Write a minimum of 200 words.

(20 marks)

Question 3

When developing a program to increase front office sales activity, the front office manager, in conjunction with other department directors and employees should identify as specifically, as possible the hotel products and services to be promoted. Discuss the potential areas that can be promoted by the front desk to the guest with appropriate examples. Write a minimum of 250 words.

(25 marks)

Question 4

Crime Prevention Through Environmental Design (CPTED) suggests that the design of buildings, landscaping, and outdoor environments can either encourage or discourage crime. Explain the areas for a hotel to adopt the suggestion of CPTED in order to prevent crime.

(10 marks)

-THE END-

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