

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHM)
DHM1103: FRONT OFFICE MANAGEMENT
ALTERNATIVE ASSESSMENT: JANUARY 2020 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. The exam start now- **9am and ends at 1pm.**
Write your answer in a word file. Upload the answers into SafeAssign by 1pm (6 April 2020).
3. **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 for 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 of a test problem in a book or online, cite it in your submission and do not copy it as-is, but make changes which demonstrate you understand what you are writing. Otherwise we may not accept it.
9. Read the marking rubric before answer all questions.
10. Answer **ALL** questions.

Question 1:

How important do you think a guest's first contact with the hotel is in providing hospitality?

As a guest of a hotel, give some examples to explain your views. *Write your answer between 200 and 300 words.*

(25 marks)

Question 2:

Why is obtaining guest data accurately during the registration process so important? Who uses these guest data besides the front office?

Give some examples of how incorrect data can affect the guest and the hotel. *Write your answer between 200 and 300 words.*

(25 marks)

Question 3:

Margaret Chu, General Manager of The Times Hotel, has finished reviewing the latest batch of comment cards from the past weekend. Several of the glitches in guest service centred on the **“It took too long to get into my room”** syndrome. Ms. Chu thought she had this worked out with Ana Chavarria, Front Office Manager, and Thomas Brown, Executive Housekeeper. Both of these managers developed a plan and shared it with him just one week ago. “What could have gone wrong?” wondered Ms. Chu. She has set up a meeting with Ana and Thomas for this afternoon.

In your own opinion, what would be the possible factors to cause this syndrome? Provide examples to support your answers. *Write your answer between 200 and 300 words.*

(25 marks)

Question 4:

Communications between the front office and the housekeeping department revolve around room status. How can each department director ensure that these communications are effective? What would happen if a communication breakdown occurred in between these two departments? Provide examples to support your answers. *Write your answer between 200 and 300 words.*

(25 marks)