

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II, Semester VI)

Examination November/December 2018

HLM 2302 – Front Office Management

Three (03) Hours

Answer FOUR (04) Questions in all INCLUDING Question No. 1

1. Property Management Systems (PMS) have disrupted the traditional hospitality industry and is revolutionizing hotel operations. The number of accommodation providers adopting this technology has been increasing rapidly over the recent years.

i. Give a brief description of a PMS and briefly explain the essential features required for a hotel's system.

(10 marks)

ii. Critically evaluate the need for accommodation providers to adopt this technology.

(15 marks)

(Total 25 Marks)

2. Travellers are the heart of the world's travel and tourism industry.

i. Identify and describe five (05) types of Travellers.

(10 marks)

ii. Briefly describe three (03) ways in which hotel guests can be classified.

(06 marks)

iii. Describe new and emerging travel trends in the hospitality industry.

(09 marks)

(Total 25 Marks)

3. Soft Skills, Customer Care and the Hospitality Industry go hand in hand.

i. Briefly describe five (05) soft skills required for effective customer care.

(05 marks)

ii. Explain the ways in which effective customer care can result in increased revenue for a hotel.

(10 marks)

iii. Explain the term 'Service Recovery' and briefly explain the different types of solutions that Front Office staff can offer their guests.

(10 marks)

(Total 25 Marks)

4. The Front Office Department is often referred to as the face of the hotel.

i. Describe the functions of a Front Office Department and its sub-departments.

(15 marks)

ii. Identify five (05) key positions in the Front Office Department and describe what each of those individuals are responsible for.

(10 marks)

(Total 25 Marks)

5. Managing the room inventory and reservations in a hotel is a very delicate task:

i. Critically analyze why hotels often overbook.

(15 marks)

ii. Imagine you are the Front Office Manager of a hotel. Explain how you would handle guests when the hotel is overbooked and explain the necessary steps to be taken.

(10 marks)

(Total 25 Marks)
