



FRONT OFFICE OPERATIONS & ADMINISTRATION

Remote Assessment September 2020

Candidate Instructions

- The word limit for each of the 4 questions is 750 words, giving a total assignment word limit of 3000 words.
- Write your total word count after each response.
- Responses must be your own work, based on your personal study and/or research.
- You must acknowledge all material and sources used in the preparation of your responses (books, articles, reports, lecture notes, and any other kind of material) in a list at the end of each response. A formal referencing system such as Harvard is advised but is not an essential requirement to gain all the marks available under communication and originality.
- Plagiarism is a serious offence. Do not copy in part or whole the work of other students and/or persons.
- You must include the following Candidate Declaration at the end of your submission:
"I declare that this work is entirely my own with the sources of information I have used clearly identified and acknowledged".

Instructions for typewritten responses

- At the top of each page include your full name, Student ID Number, Centre Name and the title of the ICM Unit for which you are submitting.
- Submit your response in Arial font, black, minimum size 12, single-spaced with normal margins.
- Clearly indicate the question number for all of your responses.
- Number each page of your work.

Instructions for handwritten responses

- At the top of each page include your full name, Student ID Number, Centre Name and the title of the ICM Unit for which you are submitting.
- Submit your work in blue or black ink, in legible handwriting on lined paper.
- Clearly indicate the question number for all of your responses.
- Number each page of your work.

Advice

- Read each question several times before you answer it.
- Plan your answers before you start writing the full responses.
- Up to 5 marks are available per question for communication and originality.
- Check all your answers for content and plagiarism before submitting your work.
- Prepare your responses using the resources provided by [ICM](#), the [ICM Remote Assessment guidance](#) and any material provided by your ICM Approved Teaching Centre.



ANSWER ALL QUESTIONS

1. Most types of accommodation require a Front Office. Explain the similarities and differences in how the front office operates in each of the following types of accommodation. In your response you must demonstrate an understanding of the underpinning concepts and ideas, using examples to support your explanation.
- Cruise ship/liner
 - Holiday camp
 - Timeshare complex
 - Student halls of residence
 - Hospitals/private clinics

(Word limit 750)

[25 marks]

2. There are a number of schemes to classify the quality of hotels. As a Front Office Manager, you are required to write a report for the hotel owners describing the quality standard and facilities expected for each hotel rated one to five stars. In your report you must give a detailed account, using examples to support your description.

(Word limit 750)

[25 marks]

3. There are a number of systems and procedures front of house staff must follow in order to maintain and ensure guest satisfaction and hotel profit. Evaluate both automated guest check-in services and traditional reception check-in provisions. In your response you must examine the strengths and weaknesses of both forms of check-in, using a range of concepts and examples, and include a conclusion.

(Word limit 750)

[25 marks]

4. As a Front Office Manager of a hotel, you are required to give a presentation to the Front Office staff team entitled 'The Hotel Package: Tangible versus Intangible Needs'. Prepare the speech you would give as part of the presentation in which you describe, giving a detailed account and using examples, how the hotel package can be delivered through the following elements.
- Psychological needs
 - Sensory needs
 - Facilitating goods

(Word limit 750)

[25 marks]

END OF QUESTIONS