Paper Code: M-EPA-HMF4001

Level 4

Hospitality Manager: Front Office Management - Mock Test

Information for registered centres

The seal on this examination paper must only be broken by the candidate at the time of the examination.
Under no circumstances should a candidate use an unsealed examination paper.

Information for candidates

Under no circumstances should you, the candidate, use an unsealed examination paper.
This examination consists of **10 multiple-choice** questions.
The minimum pass mark is **7 correct answers.**
The duration of this examination is **26 minutes**.
You are **NOT** allowed any assistance to complete the answers.
You must use a pencil to complete the answer sheet - pens must **NOT** be used.
When completed, please leave the **examination answer sheet (EAS)** on the desk.

EXAMINATION ANSWER SHEET (EAS) INSTRUCTIONS:
For each question, fill in **ONE** answer **ONLY**.
If you make a mistake, ensure you erase it thoroughly.
You must mark your choice of answer by shading in **ONE** answer circle only.
Please mark each choice like this:

M-EPA-HMF4001 ANSWERS

01 A B C ● **ANSWER COMPLETED CORRECTLY**

Examples of how NOT to mark your examination answer sheet (EAS). These will no

01 A B C ● **DO NOT** partially shade the answer circle
ANSWER COMPLETED INCORRECTLY

01 A B ✓ ✗ **DO NOT** use ticks or crosses
ANSWER COMPLETED INCORRECTLY

01 A B C D **DO NOT** use circles
ANSWER COMPLETED INCORRECTLY

01 A B C **DO NOT** shade over more than one answer circle
ANSWER COMPLETED INCORRECTLY

All candidates **MUST** sign the Examination Answer Sheet (EAS) in the bottom right-hand corner of the page before leaving the examination room.

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Scenario 1

Robin is new to management and has just assumed a role as a front office manager at a busy city centre hotel. Their responsibilities include managing the reception desk to ensure that reservations are made efficiently, overseeing room sales in a way that maximises revenue and ensures that rooms are allocated effectively. Robin's role also includes analysing reception and reservation operations and utilising data to implement practices that will improve the overall performance of the reception and reservation service.

1

Robin can improve the efficiency of the reception and reservation service provided to guests by:

A. providing staff training on data analysis
B. reporting on the impact of poor service
C. terminating the contracts of underperforming staff
D. working with staff to develop new systems

2

How can Robin effectively manage the sale of hotel rooms to **maximise** revenue?

A. By encouraging staff to upsell rooms to business customers
B. By implementing dynamic pricing based on customer segmentation
C. By researching competitor's room rates and lowering prices accordingly
D. By using promotions and reduced pricing to attract a variety of customers

3

Which factors should Robin consider to ensure that rooms are allocated effectively?

A. Customer loyalty, the length of their stay and the room's reservation status
B. Housekeeping availability, information on local events and the cost of rooms
C. The date of the booking, whether it has been pre-paid and whether the customer was upsold to a premium room
D. Whether customers are booking on behalf of their business or family, the length of their stay and the time of year

4

How can computer reservation systems help Robin to ensure that the reception team functions effectively?

A. By providing competitor rates, updates on room availability and feedback analysis
B. By providing customer history to support upselling techniques and information on events
C. By providing databases of customer preferences that are straightforward, secure and explanatory
D. By providing reminder emails, the numbers of staff required and dynamic pricing

5

Which of the following methods will allow Robin to gather unbiased feedback on the reception team's performance?

A. Analysing guest reviews posted on popular review websites
B. Interviewing long-term guests to understand their experiences
C. Reviewing daily staff reports provided by the reception team
D. Utilising mystery shoppers to assess service quality

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6

The owners want to install a self-service area to improve the efficiency of check-in. When deciding whether this should be implemented, Robin should consider:

A. booking rates, the use of online booking systems and the times that customers check in

B. room occupancy rates, the number of staff allocated to the reception and local competitors' checking-in processes

C. the SERVQUAL analysis, as well as customer and colleague feedback on the timings and service provided during check-in

D. whether the hotel is overbooked or underbooked, customer segmentation and staff complaints

7

Robin wants to deliver a briefing to improve team performance when allocating rooms. What should they cover in the briefing to emphasise the benefits of effective room allocation?

A. Ensure customer needs are met and other amenities in the business are better prepared

B. Ensure other amenities in the business are better prepared and that customer loyalty is rewarded

C. Ensure that customer loyalty is rewarded and that profits are increased by overbooking

D. Ensure that profits are increased by overbooking and that customer needs are met

8

Which approach will allow Robin to increase the profit generated from room sales?

A. Limiting the availability of room options to create a sense of urgency in potential guests

B. Offering set room rates throughout the year to maintain the consistency of pricing

C. Partnering exclusively with online booking agencies for a broader market reach

D. Providing discounts and personalised perks for guests who book directly with the hotel

9

When familiarising a new employee with the reservation system, which method should Robin use?

A. Limiting access to system resources to prevent errors and misuse

B. Promoting a hands-off approach, allowing staff to learn whilst carrying out their role

C. Relying on manuals and process documents created by the company

D. Scheduling comprehensive training sessions, including scenario-based interactions

10

Robin has been asked by the owners to carry out an audit on the reception team to improve performance. What should Robin consider during the audit?

A. Customer feedback on rooms, online booking systems, overbooking rates and guest interactions

B. Guest interactions, reservation handling, the accuracy of cash handling and adherence to hotel policies

C. Occupancy rates, the prices of rooms sold, customer complaints and each employee's skillset

D. The staff rota, each employee's skillset, overbooking rates and reservation turnaround times

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Level 4

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