

Exam

Name _____

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) The executive committee of a hotel is 1) _____
A) the top three executives in the hotel
B) the general manager and executive housekeeper
C) the general manager and director of sales
D) made up of key executives who head major departments

Answer: D

- 2) The ultimate responsibility and authority of running a hotel rests with 2) _____
A) the regional vice president B) the general manager
C) the executive committee D) the front office manager

Answer: B

- 3) Which of the following would NOT be considered a hotel department? 3) _____
A) Property management system B) Housekeeping
C) food and beverage D) Front office

Answer: A

- 4) The front office, housekeeping, security and communications all fall under what department? 4) _____
A) Night auditor B) Concierge
C) Rooms division D) Comptroller division

Answer: C

- 5) The area of a hotel most often described as the nerve center or hub of a hotel is the 5) _____
A) housekeeping B) front office C) banquets D) night auditor

Answer: B

- 6) The basic functions of the front office include all of the following EXCEPT: 6) _____
A) staffing and scheduling
B) maintaining sales and catering records
C) reviewing previous nights ADR and occupancy
D) reviewing arrivals and departures

Answer: B

- 7) When selling rooms a front desk associate might try to "upsell." This means 7) _____
A) suggestively selling the features of a larger room, a higher floor or perhaps a better view
B) providing a discount rate
C) honoring a guests discount coupon
D) selling the room at the rack rate

Answer: A

- 8) The more common name for a guests account is 8) _____
A) a file B) open ledger
C) folio D) rewards account

Answer: C

- 9) Guest folios are typically managed by _____
A) the general manager B) hotel property management system
C) sales department D) concierge

Answer: B

- 10) Special hotel accounts for a company that has established credit with a hotel are called _____
A) city rates B) city ledger C) block rates D) city folios

Answer: B

- 11) The individual responsible for the task of balancing the guests accounts receivables is the _____
A) front desk manager B) guest services agent
C) front office manager D) night auditor

Answer: D

- 12) The Hotel California has 642 rooms and 413 are occupied. The occupancy percentage is _____
A) 73% B) 60% C) 32% D) 64%

Answer: D

- 13) The Hotel California has 642 rooms with 413 occupied and the room revenue is \$84,593. The REV PAR is _____
A) \$130.94 B) \$83.91 C) \$131.76 D) \$215.45

Answer: C

- 14) The daily report preformed by the night auditor contains key operating ratios used by management including _____
A) front office schedule B) room occupancy percentage
C) previous evening's banquets D) total number of rooms in the hotel

Answer: B

- 15) Allocating the right type of room to the right guest at the right price is the job of _____
A) the point of sale system B) the sales department
C) the concierge D) the revenue management system

Answer: D

- 16) Room occupancy percentage or ROP is _____
A) room cost divided by room sales
B) total rooms available divided by number of rooms sold
C) room revenue divided by number of rooms sold
D) total rooms occupied divided by total available rooms

Answer: D

- 17) Average daily room rate is _____
A) total rooms available divided by number of rooms sold
B) room revenue divided by number of rooms sold
C) room cost divided by room sales
D) total rooms occupied divided by total available rooms

Answer: B

- 18) Hotels can avoid overselling (overbooking) rooms by using a _____
A) call accounting system B) energy management system
C) point of sale system D) central reservation system
Answer: D
- 19) One of the most important concerns for guests in a hotel is _____
A) food and beverage B) cost of the room
C) security D) in-room movies
Answer: C
- 20) Property management systems are designed to assist front office employees in performing _____
functions related to what tasks?
A) Reservations, rooms and guest account management
B) Guest's meeting schedules
C) Restaurant reservations
D) Catering and Banquet reservations
Answer: A
- 21) A demand-forecasting technique used to maximize room revenue is known as _____
A) upselling B) revenue management
C) property management system D) return on investment
Answer: B
- 22) Rack rate is _____
A) revenue management B) discounted room rates
C) the highest published room rate D) the price a room is sold for
Answer: C
- 23) The purpose of revenue management is to _____
A) monitor hotel restaurant and room service profitability
B) increase profitability
C) sell more rooms at discounted rates
D) assist housekeeping in scheduling
Answer: B
- 24) In house and guest communications in a hotel are managed by _____
A) the F.O.M. B) point of sales systems
C) CBX or PBX D) the sales department
Answer: C
- 25) The person at a desk in the lobby of a hotel who assists guests with restaurant reservations, _____
directions, tickets to shows and other advice is the
A) the bell captain B) front desk associate
C) the concierge D) rooms manager
Answer: C
- 26) The housekeepers are expected to clean how many rooms per day in an average hotel? _____
A) 15-18 B) 12-18 C) 18-24 D) 8-12
Answer: A

- 27) Which of the following departments is the largest in a hotel in terms of people? 27) _____
A) Guest services B) Reservations C) Housekeeping D) Security
Answer: C
- 28) Leadership, insuring service of all guest rooms and public areas, operating the department within a budget, and accurate record keeping are all duties of the 28) _____
A) Food and Beverage Manager B) front office manager
C) executive housekeeper D) engineering manager
Answer: C
- 29) Keying locks, guest and employee identification and ADA compliance falls under 29) _____
A) engineering B) security and loss prevention
C) housekeeping D) front desk
Answer: B
- 30) Which of the following is NOT a feature of an energy management system? 30) _____
A) Automatic wake-up call functions B) Smoke detector alarms
C) Room occupancy status reporting D) Minibar access reporting
Answer: A
- 31) Which system can track guest room phone charges? 31) _____
A) Telephone Charge System B) Room Charges Reporting
C) Call Accounting Systems D) Guest Calls Reporting
Answer: C
- 32) Housekeeping department measures productivity by 32) _____
A) hours worked divided by number of housekeepers
B) person hours per occupied room
C) occupied rooms divided by number of housekeepers
D) number of rooms times hours worked
Answer: B
- 33) The main function of a _____ is to escort guests and transport their luggage to their rooms. 33) _____
A) concierge B) bellperson
C) front desk agent D) valet
Answer: B
- 34) An environment that can deliver a complete booking system tied to the hotel's inventory in real time via the Web is called a(n) 34) _____
A) Application Service Provider B) Real Time Application System
C) Point of Sale System D) Web Reservation Systems
Answer: A
- 35) The main advantage of using an electronic door locking system is 35) _____
A) easy to replace B) ease of employee use
C) more cost efficient D) record of who enters the room and when
Answer: D

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 36) List the members of the executive committee of a large hotel. What is the purpose of this committee? 36) _____

Answer: Directors of HR, F and B, rooms division, security, marketing and sales, engineering, and accounting. The purpose of the committee is to compile the hotel's occupancy forecast together with all revenues and expenses to make up the budget. They meet regularly to discuss guest and employee satisfaction, TQM, occupancy forecasts, sales and marketing plans, training, renovations, ownership relations, energy conservation, recycling, new legislation, security and profitability.

- 37) List and describe the duties of the front office manager. 37) _____

Answer: Review night audit, previous night occupancy, average rates, compare market mix, check complimentary rooms, verify group rooms activity, review arrivals and departures, review VIP list and prepare preregistration, attend rooms divisions and operations meetings, make staffing adjustments as necessary, meet with guest service associates

- 38) Describe the duties of the night auditor. 38) _____

Answer: 1. The night audit team runs a preliminary reconciliation report that shows the total revenue generated from room and tax, banquets and catering, food and beverage outlets, and other incidentals (phone, gift shop, etc.).
2. All errors on the report are investigated.
3. All changes are posted and balanced with the preliminary charges.
4. A comparison of charges is carried out, matching preliminary with actual charges.
5. Totals for credit card charges, rooms operations, food and beverages, and incidentals are verified.
6. The team "rolls the date"-they go forward to the next day.
Other duties of the night audit staff include the following:
1. Post any charges that the evening shift was not able to post.
2. Pass discrepancies to shift managers in the morning. The room and tax charges are then posted to each folio and a new balance shown.
3. Run backup reports so that if the computer system fails, the hotel will have up-to-date information to operate a manual system.
4. Reconcile point-of-sale and PMS to guest accounts. If this does not balance, the auditor must balance it by investigating errors or omissions. This is done by checking that every departmental charge shows up on guest folios.
5. Complete and distribute the daily report. This report details the previous day's activities and includes vital information about the performance of the hotel.
6. Determine areas of the hotel where theft could potentially occur.

- 39) The Hotel Walker is a luxury downtown property that includes lush suites and a five star restaurant. The hotel has 750 rooms available with 680 of the rooms occupied. What is the room occupancy percentage of Hotel Walker? 39) _____

Answer: 90.6%

- 40) Hotel Walker has had a very successful weekend, booking the majority of its rooms at close to rack rates. Room revenue for Saturday alone was \$125,550 with 700 of the rooms sold for that evening. What was the average daily rate for Saturday at Hotel Walker? 40) _____

Answer: \$179.36

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 41) Compare the management structure of a 300+ room resort hotel to that of a 75-room freeway hotel. Outline the reasons for the differences and discuss how one could argue that the responsibility of the general manager would be comparable in either setting.

Answer: Students should draw the conclusion that no matter how large a hotel is the function of the manager is basically the same. Jobs still need to get done, there are just less people to do them. The larger hotel most likely will host a food and beverage director, a director of housekeeping and a security team, whereas the smaller hotel may have vending, a limited housekeeping staff and a part-time security guard.

- 42) Discuss the importance of keeping an accurate record of ADR and ROP. In what areas is this information used in the strategic planning of the hotel's operations?

Answer: Students should acknowledge that ADR is an industry standard as is occupancy percentage. Finding out what the average for your area is critical in planning and setting and meeting goals. Also, the ROP is crucial when planning staffing needs and forecasting needs.

- 43) List the steps in the guest cycle. Is one step more important than another? Why or why not?

Answer: No one step is more important than another but each is critical to the end result. If a customer makes a reservation with a pleasant, helpful person at the reservation center and then checks in to find someone having a bad day, the good experience is forgotten. This is why we call the experience a "cycle." Everything plays in to one another for the complete circle.

- 44) Make an argument that the night auditor and the housekeeper are the backbone of hotel operations.

Answer: The night auditor's role of billing and recording all financial transactions is critical to the financial success of the operation. The housekeeper's role of keeping the hotel aesthetically appealing is equally important. Hotel customers are interested in two primary areas, cost and cleanliness.

- 45) Discuss the concept of revenue management. Under what specific conditions can it be applied? Some critics of the concept argue that yield management is a form of legal discrimination. Do you agree or disagree? Justify your answer.

Answer: The idea of charging different prices for the same product is controversial until you place the conditions on the concept. Having a perishable item (seat on a plane) that needs to be sold or the revenue lost is a risky business. What is wrong with an airline rewarding early buyers with lower rates?