

ITEMS PAST PAPERS  
MANAGEMENT STUDIES

SIR ARTHUR LEWIS COMMUNITY COLLEGE  
DIVISION OF TECHNICAL EDUCATION AND MANAGEMENT STUDIES

EXAMINATION TIME : May 2001 Final Examination  
TUTOR : Ms. Antonia Jean  
PROGRAMME CODE : HOS 319/325  
PROGRAMME TITLE : Hospitality Studies  
COURSE CODE : FOP322  
COURSE TITLE : Front Office Management  
CLASS(ES) : Year 11  
DATE : May 9.2001  
COMENCEMENT TIME : 1.00pm  
DURATION : 2 1/2 hrs.  
INVIGILATORS : A.Jean / P.Pascall  
ROOM(S) : DHS W1

#M4



INSTRUCTIONS

This paper has two parts.

SECTION 1 - SHORT ANSWER QUESTIONS - **COMPULSORY** - **60 MARKS**

SECTION 11- LONG ANSWER QUESTIONS - **DO ANY TWO** - **40 MARKS**

**You are asked to read all questions carefully before commencing.**

**GOOD LUCK**

SECTION 1:

1. What factors are to be considered when positioning the Front Desk in the lobby of a hotel? (5)
2. Give three examples of occupancy ratios normally calculated at the front office and used for statistical purposes. Who uses these statistics? (10)
3. a. What role does ethics play in the day to day operations of the Front Office?  
b. Who should be sensitized to ethical procedures. (10)
4. The Room Rack plays an important role at the Front Desk. Explain (10)
5. What is TQM ? (5)
6. Describe the role of rooms forecasting as a Management tool. (10)
7. Explain the concept of "Express Check-Out"(10)

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SECTION 11:

20 marks each

1. Multiple factors impact on hotel room rates. Identify and Explain these factors as they relate to the local industry and explain the international formulas used in rate setting.
2. PMS is becoming more and more an integral part of the operations of the hospitality industry. Discuss its benefits to the industry.
3. Using one large and one small hotel that you are familiar with, compare and contrast the organization and operations of these properties.
4. Explain in detail the role of the Night Audit.

57. Which of the following is not typical of complex buying behaviour situations?

- (A) buyers pass through a learning process about the product
- (B) buyers are highly involved in information gathering
- (C) buyers develop beliefs and attitudes that affect their evaluations
- (D) buyers perceive little difference among very expensive brands

58. Which of the following would be the best market factor to use in estimating the demand for principles of marketing textbooks in the Caribbean?

- (A) number of undergraduate business majors
- (B) number of marketing majors
- (C) the amount of money spent by college students on textbooks
- (D) the number of students enrolled in principles of marketing courses

59. Product, price, place and promotion are referred to in marketing as:

- (A) marketing concept
- (B) marketing mix
- (C) product mix
- (D) product line

60. Laggards are:

- (A) the first set of consumers to try a new product
- (B) the first set of consumers to develop brand loyalty
- (C) the last set of consumers to try a new product
- (D) the last set of consumers to develop brand loyalty

**SECTION TWO: STRUCTURED QUESTIONS**

40 MARKS

Each question in this section is worth 20 marks. Answer any **TWO** questions.

1. (a) Discuss the adoption process and the five categories of adopters.  
(b) Discuss in detail two pricing strategies as they relate to new products.
2. (a) Discuss using examples to support your response the choices available to manufacturers with regards to brand strategy.  
(b) What is brand equity and how does it benefit products.  
(c) Discuss two product decisions and three responsibilities of manufacturer.
3. (a) When buying a product, buyers go through a decision process, discuss this buying decision process.  
(b) With the use of examples, explain the following concepts:
  - i) market
  - ii) target market
  - iii) market share
4. Marketing involves both macro and micro environmental factors. Discuss four factors in the macro environment and four factors in the microenvironment stating why each factor might impact on the marketing strategy.
5. Discuss the five product-mix pricing strategies and explain how and when each one could be applied to the advantage of the marketer.