

COVER PAGE

Front Office Operations (410)

Marking Scheme

Class XII - 2018-19

Time: 2 Hours

Total Marks: 50

General Instructions:

1. *Marking Scheme is divided into two sections: Section-A and Section- B.*
2. **Section–A:**
 - i. *Multiple choice question/Fill in the blanks/Direct Questions of 1 mark each. Answer any 10 questions out of the given 12 questions.*
 - ii. *Very Short Answer of 2 marks each. Answer any 5 questions from the given 7 questions.*
 - iii. *Short Answer of 3 marks each. Answer any 5 questions from the given 7 questions.*
3. **Section–B:***Long/Essay type questions of 5 marks each. Answer any 3 questions from the given 5 questions.*
4. *All questions of a particular section must be attempted in the correct order.*
5. *Please check that this question paper contains 31 questions out of which 23 questions are to be attempted.*
6. *The maximum time allowed is 2 hrs.*
7. *The marking scheme carries only suggested value points for the answers. These are only guidelines and do not constitute the complete answers. The students can have their own expression and if the expression is correct, the marks be awarded accordingly.*

Front Office Operations (410)

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Class -X, 2018-19

Time Duration: 2 Hours

Marks: 50

Marks of each question are indicated against it.

Question No	Expected answers	Marks
1	One-way communication	1
2	Encoding	1
3	Jakarta	1
4	Taka	1
5	SV	1
6	Greek	1
7	Communication	1
8	Bell desk	1
9	Reception	1
10	Front office supervisor	1

11	Information	1
12	MHz	1

13	Various components of communication are: A context, Source or Sender, Receiver, Message, Noise and Channels.		2
14	1. It is communicating with oneself. 2. It encompasses activities as thought processing, personal decision making Listening and determining self-concept	Communication that takes place between two or more persons. A group establish a communicative relationship, where participants engage in minimally Restricted dialogue with each other.	2
15	<p>(Any four points)</p> <ul style="list-style-type: none"> • Convenient access: - news papers reach every one even if people do not have an access to computers and the internet. • Easy to carry: - It can be bought from many places and easily be carried to anywhere. • Economical: -It is a cheap and economical reading material. Although it is cheap, it contains a lot of pages and the amount of information provided by it is quite high. • Informative: - newspapers cover a lot of topics like international and local news, stories, movies, food etc. • Repeated reference:- It gives a comfort of the repeated references at our leisure time. • Comfort to eyes: -Reading news paper gives comfort to eyes as compare to other sources like TV and computer but because of the glare, they strain the eyes. 		2

16	Newspapers do provide job related information. The unemployed can look up the vacancy columns. Jobs which are near to your city then newspapers are the best option because most of the firms announce their jobs opening in newspapers. So, reading newspapers is beneficial to get in touch of all jobs.	2
17	<ul style="list-style-type: none"> • Keeping the body clean is vital in combating and preventing illness. • Good hygiene practices will help to keep people healthy which influence level of confidence and self esteem of people. • It helps in prevention of spread of illness to others. • Maintaining hygiene practices helps to reduce the risks of ill health. 	2
18	<ul style="list-style-type: none"> • Caring for body regularly can reduce body odor and improve personal appearance. • Good personal hygiene is also helpful in improving one's own self image. • By being well presented, clean and tidy people can find more confident, especially in social situations. • Chances of succeeding either in work or social settings can be altered by maintenance of good hygiene. 	2
19	The concierge of a hotel is front office professional who coordinates guests' entertainment, travel and other activities. Any time guests have a question, such as directions to local attractions, he finds the answer as quickly as possible. In addition, he makes restaurant reservations, orders car service and may even arrange personal shopping for the guests.	2

20	<ol style="list-style-type: none"> 1. Content are the actual words or symbols of the message that is known as language. 2. The spoken and written words combined into phrases that make grammatically correct sentence. 	<ol style="list-style-type: none"> 1. Context is the way the message is delivered and is known as paralanguage. 2. It is the nonverbal elements in speech such as the tone of voice, Body language, hand gestures and state of emotions (anger, fear, confidence etc.) that can be detected. 	3
21	<ul style="list-style-type: none"> • Immediacy and Economical Feasibility: Message can be communicated quickly to individuals despite their geographical location. E-mail is less expensive than long distance phone calls and certainly less than travel expenses, especially when a message needs to be conveyed to a large group. • Efficiency and Accuracy: Written communication allows for reflection, affording a sender the opportunity to refine a message for correctness. • Flexibility: Sender can send a message and the receiver can review it at the time that is convenient for them. 		3
22	<p>Image Building: Working at a hotel means employees are the face of the hotel, so it is of utmost importance to have high personal grooming standards and be well maintained.</p> <p>Reveals Positive Guest Service Attitude: If the employees of the organization are well groomed, project a positive guest service attitude there are more chances they will be noticed because of employees' empathetic qualities, attitude and disposition.</p> <p>Fulfills guest expectations: Guests expect a high level of personal grooming and hygiene from all employees which complement the facilities of the hotel.</p>		3

	<p>Delivers good quality service: Employees feel good if they look good and provide services as per guest's expectations.</p> <p>Boosts self confidence: In hotel industry looks make a lot of differences. It boosts self-confidence and self-esteem. One feels very reassured when other people admire them and prefer to associate with them.</p> <p>Guest Comfort: A pleasing face is nice to look at. Guests like to relax in the presence of beautiful things.</p>	
23	<p>Hygiene standards or Male and Female staff</p> <ol style="list-style-type: none"> 1. It is advisable to bath twice a day during summer months. 2. Take proper prevention of bad breath. 3. Use a mild deodorant to prevent body odour. 4. Always wear clean clothes. 5. Male employees should shave everyday for clean appearance. 6. Always wash hand with soap before and after having meal. <p>(Any other points as given in text book)</p>	3

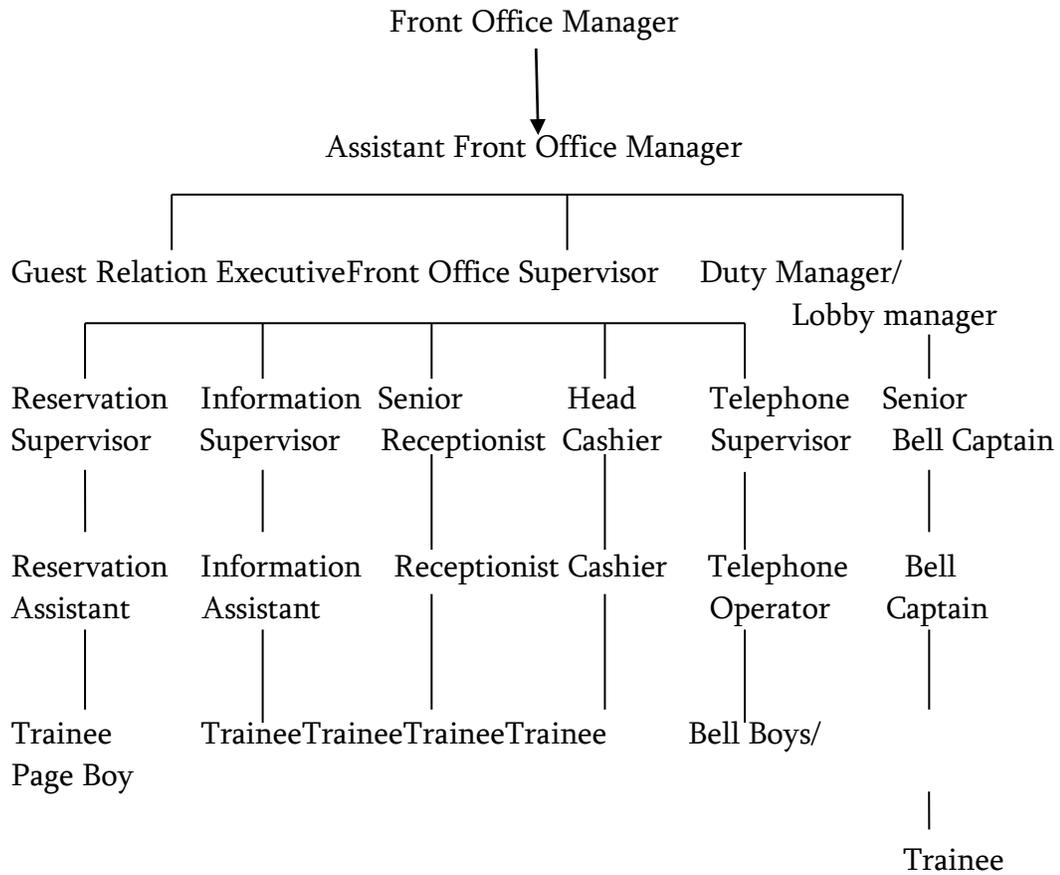
24	<ul style="list-style-type: none"> • Physical Ability: Front office operations require the staff to stand for long hours at a stretch. The staff must be sturdy, agile and active throughout the shift. • Honesty: Honesty is the best policy. Without adherence to this basic quality, good traits in character will go in vain. • Confidence: Front office personnel must be confident in everything they do. If the staff know their job and are honest, they will have confidence in doing everything in their job. • Punctuality: In hotel job nothing should be kept pending or delayed. Never get the habit of procrastination in the job. • Pleasing Personality: Guests like to be handled by smart and cheerful staff at the desk. Front office staff can generate a good image in their manner of dress, communication and efficiency. • Patience: Staff should control mental stress while on rush of handling lot of guests or while on too much work pressure at reception, cash counter or at bell desk, have patience and do everything smoothly. 	3
25	<ol style="list-style-type: none"> 1. It should be spacious but useful. 2. Natural flow of guest should be towards the reception or information counter on arrival. 3. There should be enough space in lobby for short time keeping of guest luggage. 4. Lobby should be such as to allow access, the activities in the lobby, entrance, exit etc 5. Avoid pillars as far as possible as they obstruct the view and create problems in the movement. 6. Various factors such as cost, safety, noise, color, décor etc should be considered. 	3
26	<p>Speed Up Work Efficiency: Computer helps to perform different tasks quickly and easily. It also saves time and effort and reduces the overall cost to complete a particular task.</p> <p>Wide Range Of Functions: Computers are helpful because they offer a wide</p>	

	<p>range of functions and services that are not available anywhere else.</p> <p>Easier and More Comfortable:It makes lives of people easier and more comfortable. They give opportunities to millions of people to keep in touch, while being in different parts of the world.</p> <p>High Speed: Computer greatly improves the speed of data input, output processing and transmission. It makes it possible to receive, supply, and process large volumes of data at very high speed.</p> <p>Reduces Cost: Computer reduces the cost of all data related operations including, input, output, storage etc.</p> <p>Spell Check: The word processing capabilities of computers are amazing. They can automatically correct spellings and grammar mistakes.</p>	3
27	<ol style="list-style-type: none"> 1. Broaden one's Knowledge:Newspaper plays an important role in educating employees. Front office professionals must read newspapers on daily basis. It contains lot of general knowledge in it. It broadens their knowledge and keep updated of the recent developments in various fields. Employees can get a complete source of general knowledge from it. 2. Important Informal Education:Reading newspaper everyday is must for employees for growth and enlightenment irrespective of their interaction with guest or not. Reading newspaper everyday is highly educational, and an important informal education. Front offices personnel can ignore this important function of the life at own peril. 3. Improves language skill: One can sharpen one's communication skills, ie reading and writing by reading newspaper. It automatically improves one's language skills. News items and articles are written by learned and intelligent people. They know how to use language as an efficient tool for expression and communication. 4. Enhances Vocabulary:By reading newspaper regularly at an appointed 	5

	<p>time reading and comprehension abilities get enhanced. The more one reads, new words and expressions reveal their meaning to the reader's mind. Automatically the vocabulary gets enriched and the language becomes richer, fluent and more expressive.</p> <p>5. Disseminating Good Ideas: Regular reading of a newspaper makes employees more intelligent, alert and better informed than normal person. Newspapers help in disseminating good ideas.</p>	
28	<p>Telephone Exchange</p> <ul style="list-style-type: none"> • Handle incoming and outgoing calls. • Transfer calls to guest rooms. • Providing information and handling guest's service related calls. • Answering guest queries about hotel facilities. • Protecting guest privacy. <p>Reservation</p> <ul style="list-style-type: none"> • Handling reservation requests through various modes like telephone e-mail or in-person. • Process and confirm reservation request. • Update room availability chart. • Handle all cancellations and amendments. • Forecast future room reservation status. <p>Information Desk</p> <ul style="list-style-type: none"> • Maintaining resident guest rack. • Handling room keys • Handling guest mail and message. • Providing information to guests regarding hotel facilities • It also provides information regarding outside and inside o hotel's rules and regulations. 	5

29.

Organization Chart of Front Office.



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30	<p>Speed:</p> <p>Computer is a very fast device. Some calculation that would have taken hours and days to complete otherwise, can be completed in a few seconds using the computer. It can carry out instructions at a very high speed obediently, uncritically and without exhibiting any emotions.</p> <p>Accuracy:</p> <p>The degree of accuracy of computer is consistently very high and every calculation is performed with the same accuracy. The accuracy level of a particular computer is determined on the basis of instructions and the design of computer.</p> <p>Storage:</p> <p>The computers have a lot of storage devices which can store a tremendous amount of data with appropriate format. Data storage is an essential function of the computer. Secondly, storage devices like compact disk can store a large amount of data permanently.</p> <p>Reliability:</p> <p>Computer provides very high speed accompanied by an equally high level of reliability. Thus, computers never make mistakes on their own accord.</p> <p>No feeling</p> <p>It does not have feelings or emotion, taste, knowledge and experience; thus, it does not get tired even after long hours of work.</p>	5
31	<p>Role of Computer</p> <p>Front Desk</p> <p>Front desk personnel use the software to check-in and check-out of guests and to print bills. Additionally, they may check the computer to see if a room has been cleaned before checking in a guest. Finally, front desk staff enters guest names and mailing address into the database to use for future reservations or to send out information.</p>	5

House Keeping:

Housekeepers use the same software as front desk staff to verify which rooms are checking out and staying over each day. That way, they know which rooms to clean completely and which ones to simply tidy. Housekeepers use the software to communicate to the front desk, letting them know which rooms are clean, vacant and available or check-ins.

Reservation:

Use of computers has made the reservation or booking of rooms easy. It helps the reservation staff to rapidly check the availability of rooms when the guest calls or reserving a room. Reservation staff uses computer software programs to make reservations. Using the program, they determine which rooms and rates are available on a specific night or range of nights.