

1. 旅館客務部 (Hotel Front Office) 的運作可以分為四個循環步驟 (Guest Cycle) ;
請說明此四個循環步驟中客務部與顧客間的關係為何? (20%)
2. 一般而言，旅館的電腦化帳單可分為以下 7 種類型：個人帳戶、主帳戶、非房客帳戶、員工帳戶、控制帳戶、半永久帳戶、永久帳戶。請詳述至少 4 種帳單類型其所帳單相關內容為何。(20%)
3. 維修養護/工程部門 (Maintenance Department) 於職務中時常需各部門互動；
請詳細解說其對於 Front Desk 及 Food & Beverage 兩大部門互動之主要業務相關事項為何？(10%)
4. 請詳細解釋何謂「銷售」(Sales)? 何謂「行銷」(Marketing)? (10%)
並舉例詳述旅館可以運用的銷售/行銷方式為何? 至少需各列舉 2 種。(10%)

5. 配合題 (30%)

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| A. Convention Hotel | B. Zero Defect | C. Quality | D. Moment of Truth | E. Sleep-out |
| F. Direct Mail | G. Stay-over | H. O.O.O. | I. Conference Center | J. Empowerment |
| K. D.N.D | L. Service | M. Booking | N. Repeat Business | O. Word of Mouth Advertising |

- _____ (1) A confirmed sale, such as a reservation or an event.
- _____ (2). The process of helping guests by addressing their wants and needs with respect and dignity and in a timely manner.
- _____ (3) The act of granting authority to employees to make key decisions within their areas of responsibility.
- _____ (4) The process of sending an advertisement to clients by mail-service.
- _____ (5) A lodging property with extensive and flexible meeting and exhibition spaces that markets to associations, corporation, and other groups bringing people together for meeting.
- _____ (6) The room is reported as occupied but was not used, and the guest is not present.
- _____ (7) The favorable or unfavorable comments made when previous guests of a hospitality operation tell others about their experiences.
- _____ (8) Any time a guest has an opportunity to form an impression about the hospitality organization.
- _____ (9) The room is unrentable and thus is unassignable at this time.
- _____ (10) A goal of no guest-related complaints established when guest service processes are implemented.