



**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR**

**SECOND YEAR, SECOND SEMESTER MAIN EXAMINATION
FOR THE DEGREE**

OF

B.Sc. HOSPITALITY AND INSTITUTIONAL MANAGEMENT

COURSE CODE: BHM 205

COURSE TITLE: FRONT OFFICE OPERATIONS

DATE: THURSDAY 20TH APRIL 2023

TIME: 8.00 – 10.00 A.M

INSTRUCTIONS TO CANDIDATES

Answer ALL questions in SECTION A and B

Answer TWO questions from section C.

TIME: 2Hours

MMUST observes ZERO tolerance to examination Cheating
This paper consists FOUR printed Pages. Please Turn Over

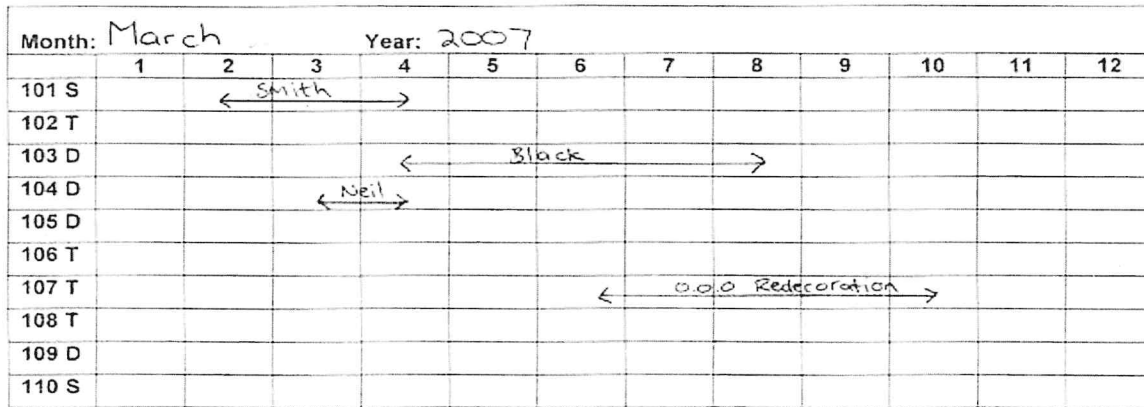
SECTION A: Answer ALL questions (10 MARKS).

1. Whose main objective is to check-in and check-out hotel guests?
 - A. Receptionist apprentice.
 - B. Reservation clerk.
 - C. Concierge.
 - D. Front office clerk.
2. Which of the following factors does **NOT** influence front office organization?
 - A. Size of the hotel.
 - B. Standard of service.
 - C. Level of service.
 - D. Type of guests.
3. _____ phase of the guest cycle is appropriate for selling hotel products.
 - A. Pre-arrival
 - B. Arrival
 - C. Occupancy
 - D. Departure
4. "The rate given to a guest who does not fall into any particular category, such as a walk-in who requests a room for the night".
 - A. Rack rate.
 - B. Commercial rate.
 - C. Family rate.
 - D. Package rate.
5. Under what circumstances would you apply guest paging?
 - A. Locating a long-stay guest.
 - B. Locating a skipper guest.
 - C. Locating walk-in guest.
 - D. Locating vehicle owner.
6. Which of the following is **FALSE**.

	RESERVATION PROCEDURE	RESERVATION ACTIVITY
A.	Receive reservation inquiry	Obtain essential information in order to check availability
B.	Determine room availability	Check reservation charts or computerized system for availability
C.	Document reservation details	File reservations and record any changes made
D.	Confirm reservation	Send a written confirmation

7. The following information is necessary when taking guest reservation **EXCEPT**:
 - A. Name of the guest.
 - B. Age of the guest.
 - C. Arrival date of the guest.
 - D. Type of room for the guest.

8. Which chart is represented below?



- A. Conventional chart.
 - B. Density chart.
 - C. Room chart.
 - D. Gantt chart.
9. _____ is **NOT** a major obstacle of yield management.
- A. Lack of creativity
 - B. Lack of attention
 - C. Monitoring the wrong signals
 - D. Conflict between sales and service staff
10. Which of the following is core to the hotel reservation system.
- A. Production scheduling
 - B. Labor scheduling
 - C. Forecasting
 - D. Room allocation

SECTION B: Answer ALL questions in this section (30 MARKS).

- 11. Describe any **SIX** reasons that explain why customers choose specific hotel accommodation products. (6 Marks)
- 12. Explain any **THREE** levels of keys that you are most likely to encounter at the hotel front desk. (6 Marks)
- 13. Describe the guest cycle process. (6 Marks)
- 14. Highlight any **SIX** check-out procedures. (6 Marks)
- 15. Explain how telephone operators are to practice the highest levels of telephone etiquette to earn an appreciation and create a professional image for the hotel. (6 Marks)

SECTION C; Answer any TWO questions. (30 MARKS).

16. You have been approached by Serena Group of Hotels to offer consultancy services for start-up to be opened in Kakamega town. Give a vivid description on how they would differentiate their rooms in order to adequately cater for the varied needs of their guests. (15 Marks)
17. The front office department is squarely charged with the responsibility to prepare hotel reservation reports. Explain (15 Marks)
18. You have been invited by Golf Hotel LTD to give a presentation on the benefits of front office selling. Give a draft of your step-by-step presentation. (15 Marks)