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**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR**  
**FIRST YEAR, FIRST SEMESTER EXAMINATION**  
**FOR THE DIPLOMA IN HOSPITALITY MANAGEMENT**  
**DHM 1609-FRONT OFFICE OPERATIONS**

Date: 17<sup>th</sup> August 2023

Time: 8.30am-10.30am

**INSTRUCTIONS TO CANDIDATES:**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- a) Define the following terms as used in the front office department
  - i. Check-in (2 Marks)
  - ii. Rack rate (2Marks)
  - iii. Reservation (2Marks)
  - iv. Yield management (2Marks)
- b) Highlight four goals of yield management in the front office department (4marks)
- c) Describe four ways in which front office staff can Manage guest complaints and conflicts (4marks)
- d) List four documents that are maintained to ensure a proper guest accounting system in hotels (4marks)
- e) Front office department is crucial in the success of the hotel. Explain three functions of the front office department (6marks)
- f) Highlight four type of guaranteed reservation as used in the front office department (4marks)

**QUESTION TWO (20 MARKS)**

- a) With an aid of a diagram, discuss the Stages of the guest cycle and the activities that the front office staff are involved in during each stage (8marks)
- b) During reservation, the front office agents are required to obtain guest information to fill the guest reservation form. Highlight this information (4marks)
- c) To ensure the success of a catering establishment, effective yield management should be conducted. Explain the importance of yield management to these establishments (8marks)

**QUESTION THREE (20 MARKS)**

- a) Technological advancements have highly improved the operations of front office department. Discuss different ways in which front office have adopted technology (8marks)
- b) Every hotel is required to protect and ensure security of guest Property. Highlight ways through which hotels prevent theft (4marks)
- c) Customer Relationship Management (CRM) is a management approach that seeks to create, develop and enhance relationships with guests. Explain benefits of CRM in Catering establishments (8marks)

**QUESTION FOUR (20 MARKS)**

- a) A voucher is a proof that a transaction has taken place in the hotel. Explain different types of vouchers that can be used in hospitality establishments (8marks)
- b) In front office department, there are different types of folios that are used. Describe the most common folios used (8marks)
- c) A guest or an organization may be blacklisted from a particular Hotel. Highlight some of the reasons that could lead to blacklisting (4marks)

**QUESTION FIVE (20 MARKS)**

- a) Explain the concept of reservation and describe the basic procedure involved in the reservation process of a guest in the hotel (8marks)
- b) Night auditing plays an important role in a hotel. Highlight some of the activities carried out by a night auditor (4marks)
- c) Like every other department in a hotel, Front office department faces various challenges in its operations. Discuss these challenges (8marks)