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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR**  
**FIRST YEAR, FIRST SEMESTER EXAMINATION**  
**FOR THE DEGREE OF BACHELOR OF SCIENCE**  
**(HOSPITALITY MANAGEMENT)**  
**KHM 2106 HOSPITALITY OPERATIONS AND CUSTOMER CARE**

Date: 13<sup>th</sup> August 2024  
Time: 11.30am-1.30pm

**INSTRUCTIONS TO CANDIDATES:**

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

**QUESTION ONE (30 MARKS)**

*Read the case study below and answer the questions that follow;*

**Title: Pride Inn Hotel - Elevating Hospitality Excellence**

***"Where Impeccable Service Meets Dedication to Excellence"***

Pride Inn Hotel, a well-respected hospitality brand with over 20 years of experience, has long been recognized for its outstanding service and commitment to guest satisfaction. In order to maintain its success and adapt to a changing market, Pride Inn Hotel is considering expanding into different hotel categories to appeal to specific segments of the market. The hotel management is currently addressing staffing shortages in the front office and is actively evaluating the necessary qualities for front office personnel, as well as strategies for improving their staffing to better their customer service.

Moreover, the management is focused on enhancing operational efficiency by strengthening relationships between different departments within its existing brands while acknowledging the interconnected nature of hotel departments, enhancing the security of persons and safety of guest items and promoting quality customer service. They are also looking at implementing the latest technological solutions to streamline operations and improve guest experiences.

As part of its commitment to providing exceptional service, Pride Inn Hotel is actively encouraging its front office team to adopt best practices in customer service and reservations, fostering a culture of excellence and prioritizing the needs of guests. The hotel is also planning to launch training programs that focus on personal and professional development for its staff, ensuring that they are equipped with the necessary skills to cater to the diverse needs of their guests.

These efforts are in line with the hotel's mission to deliver exceptional hospitality to both local and international guests, characterized by impeccable service and a dedication to excellence.

*Answer the following questions based on the case study above:*

- a) As a hospitality consultant for Pride Inn Hotel, describe three categories of hotels that the management can consider venturing into (3marks)
- b) As the front office manager of Pride Inn Hotel you are expected to explain to the board of management the relationship between the front office department and the following departments;
  - i. Housekeeping department (2 marks)
  - ii. Human resource department (2 marks)
  - iii. Engineering department (2 marks)

- c) The management Pride Inn Hotel has identified a shortage in the front office staff and is looking forward to hiring more staff members. Highlight six attributes of front office staff that they should consider (6 marks)
- d) You are hired as the front office manager of Pride Inn Hotel. Explain to your recently hired receptionist on their expected duties and responsibilities (5 marks)
- e) As the restaurant supervisor of Pride Inn Hotel, you are confronted by an angry customer complaining about poor services offered. Explain some of the ways through which you can handle an angry customer (4 marks)
- f) As a reservation Agent for Pride Inn Hotel, highlight activities that take place during guest pre-registration activities (3 marks)
- g) Highlight three ways through which Pride Inn hotel can promote safety and security of guest items in the hotel (3 marks)

### **QUESTION TWO (20 MARKS)**

- a) With use of a diagram, illustrate the guest cycle and highlight activities that take place in each stage (8 marks)
- b) i) Explain three ways in which hotels can segment their markets in order to tailor make services and products that match customer needs and expectations (6 marks)
- ii) The group market constitutes the segment that provides the bulk business to the hotel. Describe three market segments in this category (6 marks)

### **QUESTION THREE(20 MARKS)**

- a) Hotels prefer use of guaranteed reservation when guests are booking into their facilities. Describe four types of guaranteed reservations that are common in high end hotels (8 marks)
- b) Highlight four strategies that hotel staff can adopt when handling difficult customers (4 marks)
- c) Service quality refers to the degree to which a service meets or exceeds the expectations and needs of the customers. Explain four components of service recovery (8 marks)

### **QUESTION FOUR (20 MARKS)**

- a) One of the emerging issues in hospitality operations is the use of technology. Describe ways through which technology has been adopted in the daily hotel operations (8 marks)
- b) For security reasons, most hotels use three types of room keys. Describe the three room keys used in the hospitality industry (6 marks)
- c) There are different check-in procedures for different categories of guests. Outline the check-in procedure a guest with reservation (6 marks)

### **QUESTION FIVE (20 MARKS)**

- a) Explain ways through which hotels can promote the UNWTO sustainability agenda in their daily operations (8 marks)
- b) Describe four types of meal plan options offered by the hotels to their guests (4 marks)
- c) The front office department is the nerve center of the hotel and the hub of all hotel operations. Justify the statement (8 marks)