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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DIPLOMA IN HOSPITALITY MANAGEMENT
DHM 1609:FRONT OFFICE OPERATIONS

Date: 3rd December 2024
Time: 2.30pm-4.30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Read the following case study and answer the questions One A to F Below

Front Office Operations in the Hospitality Industry

Frank Williams, the general manager of the Convention Centre Hotel, is very concerned. For the last three months, the guest comment cards for his hotel have shown significant downturn in guest satisfaction. Frank knows he has to find the reasons for the low ratings. He and his hotel management team are evaluated by the hotel's parent company based on the ratings gathered through guest comment cards. If the ratings are good, he and his team will see an increase in their year-end bonus. If the ratings are poor, the bonus will be reduced. Of even more concern to Frank is the potential loss of repeat business. If the trend continues, the number of guests returning to the property may drop significantly. Returning guests are the cornerstone of Frank's strategy to make annual occupancy, rate, and revenue budgets. If the hotel begins to lose its best customers, his strategy will fail.

Frank has looked at the remarks closely and held a meeting with each division head. Frank identified the following trends after meeting with departmental managers: The highest guest dissatisfaction was evident during major group arrivals and departures; both group and individual guests mentioned that there was a lack of clean rooms when they arrived, and that they had to wait up to three hours for a room. Furthermore, Special requests by guests were seldom honoured by the hotel even those from frequent guests and most rooms division seemed to know little about the groups staying in the hotel. Special group room rates were also often not posted to guest accounts and master account billings were also incorrect on several occasions. In addition, room division personnel did not recognize returning non-group guests.

- a) Describe four other hotel departments that may affect front office performance (4 marks)
- b) Recommend to Mr. Frank six ways that can help promote repeat guests. (6 marks)
- c) Explain to Mr. Frank six actions he needs to take in order to ensure proper guest accounting in his facility. (6 marks)
- d) Assuming you were the manager of this hotel, explain six ways you would use to enhance front office personnel performance (6 marks)
- e) Examine the six causes of guest dissatisfaction during group arrivals in this facility (6 marks)
- f) Explain one alternative to guest comment cards that Convention Centre Hotel can use to obtain guest feedback. (2 marks)

QUESTION TWO (20 MARKS)

- a) Demonstrate using illustrations three ways through which a reservation clerk can determine room availability in a hotel (6 Marks)
- b) According to the Hotel and Restaurant Act, it is an offence to deny guest service. Describe three circumstances under which the guest may be denied accommodation at the front office (6 Marks)
- c) Relationship marketing enhances front office sales. Describe four other sales techniques used to enhance repeat clients for an accommodation establishment (8 Marks)

QUESTION THREE (20 MARKS)

- a) Night auditor reviews all financial activities of the hotel that has taken place in one day. Explain four types of reports prepared by a night auditor (8 Marks)
- b) You have been given the task of instructing and coaching a new front desk staff member in check-out procedures. Discuss in details the check-out procedure of a guest in the hotel (6 Marks)
- c) The accounting plays a vital role in front office department. Describe the process of creating front office accounts. (6 Marks)

QUESTION FOUR (20 MARKS)

- a) Tariff is the rate or charges offered to the guest by the hotel for the use of different facilities and services, during their stay. Describe **three** factors to consider while determining the tariffs for the hotel rooms at the front office (6 Marks)
- b) Emerging trends are patterns, behaviours and preferences that are gaining popularity in the hospitality sector. Highlight **six** current trends influencing operations at the front office in the hotel (6 Marks)
- c) With the advent of computerised record-keeping systems, fears have arisen with regard to: access to personal information by unauthorised parties. Explain **four** internal data security measures that the front office staff will need to observe in order to protect guest information. (8 Marks)

QUESTION FIVE (20 MARKS)

- a) Special attention guests (SPATTS) are guests who may require extra care or assistance for some reason. Giving examples, describe FOUR categories of guests who make up this category of guest. (8 Marks)
- b) You have been given the task of instructing and coaching a new front desk staff member in check-out procedures. Discuss in details the check-out procedure of a guest in the hotel (6 Marks)
- c) Draw a table to list the advantages and disadvantages of using a manual billing system compared to a computerised billing system (6 Marks)