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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: 15th August 2024
Time: 8.30am-10.30am

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- Explain four Systems of Registration that the hotel front office department can adopt to ensure efficient guest registration process (6 marks)
- Like every other department in a hotel, Front office department faces various challenges in its operations. Highlight five of these challenges (5 marks)
- Identify five duties carried out by the switch board operator to ensure smooth flow of operations in the front office department (5 marks)
- Explain the relationship between the front office department and the housekeeping department (4 marks)
- Outline the process followed by a reservation agent when making a reservation for a prospective guest in a hospitality establishment (6 marks)
- Effective Guest accounting is key in the success of any hotel. List four documents that are maintained to ensure a proper guest accounting system in hotels (4 marks)

QUESTION TWO (20 MARKS)

- Guests are required to confirm their intended method of payment for services rendered in a hotel. Discuss four common methods of payments accepted by hotels (8 marks)
- Highlight four ways through which the front office department personnel efficiently resolve guest complaints (4 marks)
- With aid of a diagram, illustrate the guest cycle, highlighting activities that take place at every stage of the cycle (8 marks)

QUESTION THREE (20 MARKS)

- Technological advancements have highly improved the operations of front office department. Discuss different ways in which front office have adopted technology (8 marks)
- Every hotel is required to protect and ensure security of guest Property. Highlight ways through which hotels prevent theft (4 marks)
- 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 (8 marks)

QUESTION FOUR (20 MARKS)

- a) Explain four training methods used by the front office manager in staff training development (8 marks)
- b) State the details that the front desk agent needs to check on guest's credit card to determine its validity before processing payment (6 marks)
- c) A guest or an organization may be blacklisted from a particular Hotel. Explain three reasons that could lead to guest blacklisting (6 marks)

QUESTION FIVE (20 MARKS)

- a) State four benefits that a hotel gets by developing good customer relations with their existing customers (4 marks)
- b) A room rate is the price charged per night for each room category in a hospitality establishment. Describe four types of room rates that are commonly used in hospitality establishments (8 marks)
- c) 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 (8 marks)