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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DIPLOMA IN HOSPITALITY MANAGEMENT
DHM 1609: FRONT OFFICE OPERATIONS

Date: 15TH DECEMBER 2022
Time: 8:30a.m- 10:30a.m

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- (a) Hotels are divided into various sections. Outline the front-of- house sections. (5 Marks)
- (b) Outline elements that may be used in order to arrive at an aggregate quality rating in respect of any hotel. (5 Marks)
- (c) You have been offered a job at the Faraja hotel to work at the front office. Identify methods that you can use to increase average room rates. (5 Marks)
- (d) Hotels vary according to four various factors. Outline these factors. (4 Marks)
- (e) Amani hotel in Kiambu County is currently experiencing losses occasioned by skippers. Describe the various types of skippers that could be responsible for this losses. (6 Marks)
- (f) Outline the meaning of the following abbreviations: (5 Marks)
 - (i) NAT
 - (ii) RATE
 - (iii) ARR
 - (iv) GTD
 - (v) RLSE

QUESTION TWO (20 MARKS)

- (a) Guests in a hotel can settle their accounts using different ways. Examine ways in which guests can settle their accounts. (10 Marks)
- (b) Reservation forms are ideal in booking guests to a hotel. Explain advantages of using a reservation form in a hotel. (10 Marks)

QUESTION THREE (20 MARKS)

- (a) Kiriri Women University has come up with a motivational programme to take its hospitality students to the Maldives. Discuss ways in which the university can contact a hotel in the Maldives in order to make a booking. (10 Marks)
- (b) With the aid of an illustration, explains Abraham Maslow's hierarchy of needs (10 Marks)

QUESTION FOUR (20 MARKS)

- (a) Hospitality industry is governed by utmost behaviour that acts as a pull for the guests. Examine elements that make up behavior. (10 Marks)
- (b) There are several methods which the front office staff can use in order to increase occupancy in a hotel. Discuss these methods. (10 Marks)

QUESTION FIVE (20 MARKS)

(a) The Dusit D2 Hotel in Riverside Nairobi was attacked by terrorists in 2018 and this sounded the alarm bell regarding threats to guests in hotels. Discuss the various threats to guests in a hotel. (10 Marks)

(b) Blacklisting is a term often used in hotels. Explain reasons that can lead to blacklisting of a guest in a hotel. (10 Marks)