



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY

UNIVERSITY ORDINARY EXAMINATION

2017/2018 ACADEMIC YEAR

**SECOND YEAR, SECOND SEMESTER EXAMINATION FOR BACHELOR OF
SCIENCE IN HOSPITALITY MANAGEMENT**

HHM 202: FRONT OFFICE OPERATIONS

DURATION: 2 HOURS

DATE: 23RD APRIL 2018

TIME: 9.00AM – 11.00AM

Instructions to Candidates:

1. Answer **Section A** and **Any Other Two** questions in **Section B**.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A – ANSWER ALL QUESTIONS IN THIS SECTION (30 Marks)

QUESTION ONE

- a) You are a hospitality consultant. The management of Murang’a Hotel wishes to redesign the front office area and approaches you for advice. Explain eight (8) factors to be considered when planning front office design. (8 Marks)
- b) Explain four (4) functions of an information desk in a hotel (4 Marks)
- c) Front office gives first impression of the hotel to the guests. Highlight eight (8) attributes of front office personnel to support this statement. (8 Marks)
- d) Explain four advantages of forecasting reservations. (4 Marks)
- e) You are a front office manager in a city hotel. Advise hotel management on guest services a hotel can offer to its guests in order to encourage return visits. (6 Marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

- a) Mr. and Mrs. Oil Magnate are hosting a private party for 200 people in the chandelier room of a city hotel. On arriving at the hotel, they approach the front office desk and ask for Mr. Benson, the sales and marketing manager. The desk clerk check the duty board and sees that he has left for the day. The couple feels disappointed and asks to see the front office manager. They have a number of concerns; who will be in charge of the banquet, security and rooms.
 - i. As from office manager, how would you handle Mr. and Mrs. Magnate’s concerns? (6 Marks)
 - ii. Discuss communication between different departments in this situation. (9 Marks)
- b) Explain five (5) codes of behaviour expected from a receptionist. (5 Marks)

QUESTION THREE (20 MARKS)

Using a guest cycle model, explain functions of front office in each stage of a guest stay. (20 Marks)

QUESTION FOUR (20 MARKS)

- a) A city hotel wishes to recruit a receptionist. As a hotel manager, prepare a job summary for this position (7 Marks)
- b) Explain three (3) ways by which reservations may be guaranteed. (6 Marks)
- c) Outline seven (7) registration procedures of guests in a hotel. (7 Marks)