



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
BACHELOR OF HOTELS AND HOSPITALITY
MANAGEMENT**

**COURSE CODE: BHM 2104
COURSE TITLE: FRONT OFFICE OPERATIONS
MANAGEMENT**

DATE: 4TH DECEMBER 2018

TIME: 1100 - 1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section **A** and any other **THREE** in section **B**.

This paper consists of 4 printed pages. Please turn over

SECTION A: COMPULSORY (25 MARKS)

Q1.

a) (i) Distinguish between a revenue center and a support center in a hotel. **(2 marks)**

(ii) Give two examples of each in (i) above **(2 marks)**

b) You're a receptionist of Leopard's Beach Hotel in South Coast. While on duty, several guests have come up to you with different requests listed below:

- Two female travelers want cheap overnight accommodation
- A married couple want a very nice room with two beds and a sea view
- A couple, travelling with their elderly parents, want two rooms which are very close to each other

(i) State in each of the above cases which type of guest-room you would recommend. **(3 marks)**

(ii) Explain why you made the recommendation in (i) above. **(3 marks)**

c) Explain the meaning of the following terms and phrases:

(i) Release time

(ii) No-show

(iii) Overbooking

(iv) Full house

(v) Executive floors

(vi) Group inclusive tours

(6marks)

d) Describe factors that influence the organization of the front office department **(6 marks)**

e) Name three types of businesses which are part of the tourism industry but which are not considered as part of the hospitality industry. **(3 marks)**

SECTION B: ANSWER ANY THREE QUESTIONS (45 MARKS)

Q2.

Highlight the Duties and responsibilities of the following front office staff:

- (i) Reservations manager
- (ii) Reservations clerk
- (iii) Receptionist
- (iv) Head hall porter
- (v) Cashier

(15 marks)

Q3.

a) A hotel has the following data at the end of the day.

Total Room Revenue	Kshs. 1,875,000.00
Total revenue (Room, Food, Beverage and others)	Kshs. 2,704,550.00
Number of rooms	200
Number of rooms sold	148
Number of Guests	212
Single Rate	13,500.00
Double Rate	15,500.00

You are required to calculate:

- (i) Occupancy Percentage
- (ii) Daily Average Rate
- (iii) Number of double occupancy rooms
- (iv) Revenue per available room
- (v) Revenue per available Customer
- (vi) Yield Statistics

(12 marks)

b) With the aid of a diagram, illustrate the check-in process

(3 marks)

Q4.

Discuss any five ways of classifying hotels.

(15 marks)

Q5.

a) Name four skills that front office staff must possess when dealing with guest problems. **(4 marks)**

b) You're the Rooms Division Manager of Sarova Group of Hotels and have recommended to the General Manager that a Guest Relations Officer should be employed. Discuss the scope and degree of responsibility you consider it appropriate for your Guest Relations Officer to have. **(12 marks)**

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