



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY - APRIL 2017 SEMESTER

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT

COURSE CODE: BSHM 204

COURSE TITLE: FRONT OFFICE OPERATIONS

DATE: 7 APRIL 2017

TIME: 3.00 PM – 6.00 PM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A: COMPULSORY QUESTIONS [40 MARKS]

Case Study: Ishikawa Tours

Ishikawa Tours has booked a Japanese tour of 45 twin rooms, plus one single room for the tour guide, on a room only basis. This is the first time that the hotel has accommodated this tour group and you want everything to go well with them.

Your hotel has 200 rooms all with en-suite bathrooms, tea and coffee making facilities, mini-bars and in-house 'pay' movies. It has a 70-seater restaurant and a 100-seater coffee shop where breakfast is usually served. The hotel also has a series of function rooms capable of seating 20 to 500 people.

The group will make its own way to the hotel by coach and are expected to arrive at approximately 1 p.m. the group rates of the hotel apply to the twins and the tour guide is given a room free of charge. The tour is scheduled to leave at 7 a.m. and will be having breakfast on departure.

The tour will be staying for three nights and they will want an Asian-style buffet breakfast each morning and a tour dinner on the third night. Ishikawa will be paying for all accommodation, the breakfast and dinner on the final night on a master account; however, all other expenses are the guests' own responsibility.

[Source: Principles of Front Office Operations (2000)]

a) Based on the above case, answer questions (i) and (ii) below.

(i) With regard to the following scenarios;

- Prior to arrival
- On arrival
- On departure

List the steps that need to be taken by the front office manager to ensure that the Ishikawa tour group is handled efficiently and courteously [10]

(ii) Discuss briefly the other departments that need to be informed and why. [10]

b) Examine:

(i) **TWO** benefits offered by the room status records in a hotel. [2]

(ii) **THREE** main reasons as to why front office employees should handle special requests with a lot of caution. [3]

(iii) **FIVE** challenges associated with the use of a blacklist in a hotel. [5]

- c) You are the manager in-charge of training front office employees. You have received a group of students from a training institution and when taking them through the basic reservation activities, you are expected to explain the importance of a reservation form. Explain **FIVE** main points that you would feature in your discussion. [10]

SECTION B: ANSWER ANY THREE QUESTIONS [60 MARKS]

Question 2

- a) Evaluate **TWO** limitations of each of the following room availability records:
- (i) The bedroom book (reservations journal) [2]
 - (ii) The conventional chart [2]
 - (iii) The density charts [2]
 - (iv) Stop/go or space availability charts [2]
 - (v) Computerized reservations [2]
- b) You are in-charge of the reception when a guest from room 204 appears with a list of complains. He has a problem with fluctuating water temperature in the shower and a poorly cleaned room. He has opted to check out a day before his due departure date if the issues are not handled amicably. Explain how you would handle the guest. [10]

Question 3

- a) The front office staff is expected to boost revenue in a hotel by increasing occupancies. Discuss **FIVE** approaches that the employees could use. [10]
- b) You are the Front Office Manager in-charge of the hotel reception when a guest from room 311 calls your office with a complain. He has a problem with the attitude portrayed by one of the hotel receptionists. The receptionist had, on a previous occasion, informed you of the uncomfortable sexual moves made by this guest. Explain how you would handle this problem. [10]

Question 4

- a) Examine **FIVE** approaches that the management of a hotel could apply to compel front office employees to engage in desirable professional behaviour. [10]
- b) You are the receptionist on duty. A guest in one of the executive rooms has made a call complaining of disruptions emanating from persistent noise, which you can hear from the background, from the adjacent room. The room is occupied by a couple which is on honeymoon in the hotel for the next seven days. Explain how you would handle this situation. [10]

Question 5

- a) As the front office manager, explain how you would handle the following situations.
- (i) A repeat guest, who has faithfully paid his bills in the past, has failed to settle his two weeks debt which has accumulated to three times the hotel's credit limit. His company's manager was expected to have settled the bill. [3]
 - (ii) A guest is suspected to have stolen two unmarked towels which are missing in his room. He insists that the towels he has packed in his bag, which are similar to the hotel's, are his. [3]
 - (iii) A male guest in one of the hotel's presidential suites has managed to convince a female employee at the reception to leave her desk unattended and to sneak into his room. You are just on time to see the employee leaving the guest room after half an hour. [3]
 - (iv) A guest who had been registered when the hotel had a promotional offer and decided to extend his stay has declined to pay the normal charge for the extra days of his stay. He wants to be charged the promotional rates. [3]
- b) Explain the importance of the front office reservation process to:
- (i) The hotel [3]
 - (ii) The potential guest [3]
- c) Describe **TWO** types of reservations. [2]