



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY - APRIL 2017 SEMESTER

BACHELOR HOSPITALITY MANAGEMENT

COURSE CODE: BSHM 301

COURSE TITLE: FRONT OFFICE MANAGEMENT

DATE: 5 APRIL 2017

TIME: 8.00 AM – 11.00 AM

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 IS COMPULSORY [40 MARKS]

Question 1

a) Case study

Professor Catherine Vicente has allotted time in the HTM-280 Introduction to Front Office Management course for a field trip this semester. After the first few lectures, she wants to take her class to the hotel establishments in the vicinity of City College. The area is well known for its tourist attractions and is the headquarters of several major U.S businesses. She appoints a group of students to assist her in setting up tours.

One of the students, Maria, is a resident of the area and suggests they visit the grand old St. Thomas Hotel in the downtown area. She would also like to see a hotel located at the Wide World Airport. Ryan, another student, has worked at a limited-service property in his hometown. He understands another hotel in that chain is located on the outskirts of the city. David, who is applying for a job at a local hotel, wants to get information on all-suites hotels. Linda has heard of a new extended-stay hotel in town and wants to know what makes it different from a limited-service hotel.

The group has sifted through all the requests and decided to form four teams to visit these places. Maria, Ryan, David and Linda will be the spokespersons for group 1, group 2, group 3 and group 4 respectively. Maria, Ryan, David and Linda will present a five-minute summary of what was learned from the visits. What items do you think each will include in his or her summary? [20]

Source:

Bardi, J.A. (2007). *Hotel Front Office Management*. Hoboken, NJ: John Wiley & Sons.

- b) A representative from the Governor’s Conference has requested a block of 200 rooms for three days at a \$75 rate. This conference is attended by people who know how to entertain and the projected food and beverage expenditure per person is significant. During that same three-day period, a jazz concert is scheduled in the city. In the past, reservations from this group plus walk-ins have allowed you to achieve 100 percent occupancy (200 rooms) at a \$135 rate (rack rate is \$95). However, the jazz enthusiasts do not have a positive history of large food and beverage purchases. As a front office manager you are required:
- i) Explain which group you would reserve. [02]
 - ii) Briefly elaborate the basis of your above decision. [08]
- c) Identify **FOUR** advantages of RevPAR over occupancy average daily rate in measuring the effectiveness of front desk staff and marketing managers. [04]
- d) Discuss the importance of the night audit to the daily management of a hotel. Who reviews the night audit? Why would they be interested in these financial data? [06]

SECTION B: Answer ANY other THREE [60 MARKS]

Question 2

- a) Discuss **FIVE** consequences to the hotel in a situation when the front office department prepares an erroneous rooms’ forecast. [10]
- b) Use the following data to prepare a rooms forecast schedule for the first week of August for the Sunset Hotel and provide comments for your answers in all the indicated dates:

Number of rooms available = 500

Number of rooms occupied on July 30 = 200

<p>August 1: Departures = 200 rooms Arrivals = 200 rooms (70 % confirmed, 30 % guaranteed) Walk-ins = 40 rooms No-shows = 2 % of expected arrivals</p>	<p>August 2: Departures = 150 rooms Arrivals = 100 rooms (60 % confirmed, 40 % guaranteed) Walk-ins = 10 rooms No-shows = 2 % of expected arrivals</p>
<p>August 3: Departures = 200 rooms Arrivals = 100 rooms (50 % confirmed, 50 % guaranteed) Walk-ins = 20 rooms No-shows = 2 % of expected arrivals</p>	<p>August 4: Departures = 50 rooms Arrivals = 100 rooms (20 % confirmed, 80 % guaranteed) Walk-ins = 10 rooms No-shows = 1 % of expected arrivals</p>

[20]

Question 3

- a) Why should a job analysis be performed prior to preparing a job description? Do you think this procedure is necessary? Why or why not? **[10]**
- b) Give examples of how the front office is responsible for communication with other departments, with hotel guests, and with the public. **[10]**

Question 4

- a) What does overbooking mean? Discuss the legal and financial implications of this practice. **[10]**
- b) Describe the various types of room rates. If you were asked by the front office manager to determine which room rates should be eliminated and whether any new types should be initiated, how would you proceed? **[10]**

Question 5

- a) Why is it necessary to prepare a rooms forecast? What are the components of this management tool? In addition to the front office manager, who else uses the room forecast? **[10]**
- b) What are the goals of revenue management? If you are employed at a front desk in a hotel, do you see these goals being achieved? **[10]**