



# **GRETSA UNIVERSITY - THIKA**

## **UNIVERSITY EXAMINATIONS JANUARY- APRIL 2025 SEMESTER**

### **BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT**

**COURSE CODE: BSHM 204**

**COURSE TITLE: FRONT OFFICE OPERATIONS**

**DATE: APRIL 2025**

**TIME: 2 HOURS**

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#### **INSTRUCTIONS TO CANDIDATES**

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **TWO** 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**

### **Question One**

Grand Horizon Hotel, a luxury four-star establishment located in the heart of the city, has been experiencing operational challenges in its front office department. Despite having a well-trained team, the hotel has recently received numerous guest complaints related to slow check-in processes, room allocation errors, and lack of personalized service. Additionally, there have been issues with managing VIP guest requests, late check-outs, and handling overbookings.

One of the most pressing concerns is the handling of room reservations and walk-in guests. The hotel recently experienced a situation where a guest with a confirmed booking arrived late at night, only to find that the hotel was overbooked. The front office staff struggled to resolve the situation, as all rooms were occupied, and alternative accommodation had not been arranged in advance. The guest, feeling frustrated and neglected, left a negative review online, affecting the hotel's reputation.

Another challenge has been the management of VIP guest requests. A high-profile business traveler recently requested a late check-out due to an extended meeting. However, the presidential suite had already been reserved for another guest arriving in the afternoon. The front office team had difficulty coordinating with housekeeping and reservations, leading to delays and inconvenience for both guests.

To address these issues, the hotel management has proposed several solutions. First, they plan to implement an automated reservation and guest management system to track room availability in real-time and prevent overbookings. Additionally, they aim to enhance staff training in guest relations and problem-solving, ensuring that employees can handle complaints and special requests more effectively. The management is also considering offering alternative compensation, such as complimentary services or future booking discounts, for guests affected by service failures.

While these measures are expected to improve front office efficiency and guest satisfaction, challenges remain. Some employees are resistant to adopting new technology, and budget constraints have slowed down the full implementation of automated systems. Nonetheless, Grand Horizon Hotel is committed to refining its front office operations to deliver exceptional service and maintain its reputation as a top-tier hospitality provider.

***SOURCE: LECTURER***

- a) Discuss **five** effects of implementing an automated reservation system on front office operations. **[10 marks]**
- b) Describe **five** front office challenges faced by Grand Horizon Hotel before implementing improvements. **[10 marks]**
- c) The front office provides various services beyond check-in and check-out. Explain **five** important guest services offered at the front desk. **[10 marks]**

## **SECTION B: ANSWER ANY TWO QUESTIONS**

### **Question Two**

- a) Explain **five** ways to resolve a situation where a guest arrives at the reception, frustrated by a mix-up in his reservation. The guest had booked a deluxe room but was assigned a standard room. **[10 marks]**
- b) Discuss **two** limitations of each of the following room pricing strategies: **[10 marks]**
- i. Rack rate pricing
  - ii. Discounted corporate rates
  - iii. Seasonal pricing
  - iv. Package pricing
  - v. Dynamic pricing.

### **Question Three**

- a) Discuss **five** legal responsibilities of a hotel in protecting both guests and the property. **[10 marks]**
- b) Discuss **five** benefits of the front office in the overall guest experience in a hospitality establishment. **[10 marks]**

### **Question Four**

- a) As the front office manager, explain how you would handle the following situations: **[10 marks]**
- i. A guest insists on being upgraded to a suite at no extra charge despite booking a standard room.
  - ii. A walk-in guest arrives at the hotel during full occupancy and demands a room.

- iii. A guest requests a refund after staying one night, citing dissatisfaction with the hotel's services.
  - iv. A long-term guest repeatedly delays settling their bill beyond the hotel's credit policy.
- b) Discuss **five** different types of accounts maintained by the front office cashier.

**[10 marks]**

### **Question Five**

- a) Describe **five** credit control measures required during a guest's cycle to minimize financial risks for the hotel. **[10 marks]**
- b) Describe **five** key steps of the check-out procedure in front office. **[10 marks]**