



OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, STUDENT AFFAIRS AND RESEARCH

UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER MAIN/REGULAR EXAMINATION

FOR THE DEGREE IN HOTEL AND HOSPITALITY MANAGEMENT

COURSE CODE: BHM 211

COURSE TITLE: FRONT OFFICE OPERATIONS AND MANAGEMENT

DATE: 8/3/2021

TIME: 2pm-5Pm

INSTRUCTIONS TO CANDIDATES

- SEE INSIDETHIS PAPER CONSISTS OF 3 PRINTED PAGES PLEASE TURN OVER

MAIN/REGULAR EXAM

BHM 211: FRONT OFFICE OPERATIONS AND MANAGEMENT

STREAM: BHM

DURATION: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- i) Answer question **ONE** and any other **TWO** questions
- ii) Do not write on the question paper

Question 1

Organizational structures play an important role for any type of organization.

- i) Explain the meaning of organizational structure. (2marks)
- ii) Discuss the importance of having an organizational structure. (5marks)
- iii) Using a diagram illustrate the organizational structure of the front office personnel of a three star hotel (10marks)
- iv) Outline three roles, each played by the following front office personnel
 - i) Front office Manager (6marks)
 - ii) Night auditor (4marks)
 - iii) Front Office Receptionist (3marks)

Question 2

- a) The front office of the hotel is said to be the window of any hotel. Discuss this statement relating it to the activities that take place in front and back of the house (10marks)
- b) Outline and briefly explain **FIVE (5)** ways in which the front office staff can communicate effectively with guests who are seeking accommodation in a hotel. (10marks)

Question 3

- a i) Explain the meaning of hotel guest cycle. (2marks)
- ii) Discuss the activities that take place in every stage of the guest cycle. (8marks)
- b) Discuss **FIVE (5)** types of guaranteed hotel reservation methods that a guest can use when seeking accommodation services in a hotel. (10marks)

Question 4

- i) Billing of guests in a hotel is a very important activity. Discuss **FIVE (5)** methods that a guest can use to settle his/her bills in a hotel. (10marks)
- ii) Discuss the points to bear in mind when calculating room rates. (10marks)

Question 5

- i) Expound on the on the meaning of law of Torts. (10marks)
- ii) Discuss in details the standard of proof in an unintentional civil tort case? (10marks)
