



FACULTY OF BUSINESS MANAGEMENT
END OF SEMESTER EXAMINATIONS - APRIL 2025

PROGRAMME: BTHM

YEAR/SEM: YEAR 2/SEMESTER 2

COURSE CODE: BTHM 2205

NAME: RECEPTION AND FRONT OFFICE OPERATION

DATE: 2025-04-25

TIME: 9:00AM-12:00PM

INSTRUCTIONS TO CANDIDATES:

1. Read the instructions very carefully
2. The time allowed for this examination is STRICTLY three hours
3. Read each question carefully before you attempt and allocate your time equally between all the Sections
4. Write clearly and legibly. Illegible handwriting cannot be marked
5. Number the questions you have attempted
6. Use of appropriate workplace examples to illustrate your answers will earn you bonus marks
7. Any examination malpractice detected will lead to automatic disqualification.

DO NOT WRITE ANYTHING ON THE QUESTION PAPER

Section A compulsory

Question 1:

The Front office departments are vital in the hotel operations as they influence hotel performance and eventually customer satisfaction. It is at this point that the front office is tagged 'the nerve centre of the hotel'. However, due to lack of minimum human resource standards and lack of adequate skills, high level performances are never achieved. This has consequently affected the overall industry performance. As an executive manager of the department;

- a. Discuss the qualities you would need from front office agents to run the section (20 marks)
- b. Analyse other challenges that you think could be affecting the hotel's services (10 marks)
- c. As a new manager discuss the strategies you can implement in order to improve performance (10 marks)

Section B Attempt three questions

Question 1:

- a. Define the term yield management and examine its elements (10 marks)
- b. Discuss the different types of over bookings (10 marks)

Question 2:

- a. Discuss the sources and analysis of guest charges (10 marks)
- b. Explain the features of hotel that influence the methods of dealing with visitors accounts (10 marks)

Question 3:

- a. Discuss the importance of yield management in a hotel establishment (10 marks)
- b. What are the challenges to implementing yield management (10 marks)

Question 4:

- a. What are the objectives of check in procedures (4 marks)
- b. Briefly discuss the check-in procedure for an individual guest with a reservation (16 marks)

Question 5:

- a. Discuss five different types of guest rooms (10 marks)
- b. Explain the different room charges practised in hotels (10 marks)

Question 6:

Discuss in detail five (5) major functions of the front office (20 marks)