INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

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:
TIME:

INSTRUCTIONS TO CANDIDATES:

SECTION A

compulsory

Question 1:

1. At the Nakasero Hotel, a busy business and leisure hotel in Kampala, the reception area is experiencing a surge in complaints about long wait times, especially during peak hours. Guests are expressing frustration with the slow check-in and check-out processes, and the lack of efficient communication regarding their requests. The current reception staff, while friendly, are struggling to manage the high volume of guests due to lack of professional attributes.

Question:

a. As the new Reception Operations Manager, which professional attributes would you highlight in order to address the issues of long wait times, poor communication, and the overall negative customer experience at the Nakasero Hotel reception?

b. Develop a comprehensive plan for handling customer complaints which will lead to repeat customer (15 marks)

Question 2:

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. b.Analyse other challenges that you think could be affecting the hotel’s services (10 marks)

c. 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:

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

Question 2:

2a Explain the term ‘Inter departmental relationship’ in regard to front office (4 marks)

b. Show how the front office department works hand in hand with the following departments;

i. Housekeeping 4marks@

ii. Food and beverage

iii. Security

iv. Sales and marketing

Question 3:

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 4:

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 5:

a. As a professional receptionist, examine the advantages of a reservation (10 marks)

b. Explain the following reservation terminologies; (2 marks each)

i. Block booking

ii. Allotment

iii. No shows

iv. Waitlist

v. Cancellations and amendments

Question 6:

a. Define the term yield management and examine its elements (10 marks)

b. Discuss the different types of over bookings (10 marks)

Question 7:

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 8:

Front office is the nerve centre of all hotel operations. Discuss. (20 marks)

Question 9:

a. Discuss five different types of guest rooms (10 marks)

b. Explain the different room charges practised in hotels (10 marks)

Question 10:

a. Asses the different ways in which hotels can be categorised (10 marks)

b Examine five types of hotels categorised under location and target market (10 marks)

Question 11:

Thoroughly discuss five major areas at the front office and their operation (20 marks)

Question 12:

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)