



# MASENO UNIVERSITY

## UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR  
THE DIPLOMA IN HOSPITALITY MANAGEMENT  
(CITY CAMPUS)

### SEH 0147: FRONT OFFICE OPERATIONS

*Date: 12<sup>th</sup> August, 2013*

*Time: 9.00 – 11.00 a.m.*

---

MASENO UNIVERSITY  
DEPARTMENT OF ECOTOURISM, HOTEL AND INSTITUTION  
MANAGEMENT  
SEH 00147; FRONT OFFICE OPERATIONS  
CITY CAMPUS

INSTRUCTIONS TO THE CANDIDATE

This paper has 2 sections A & B. **Attempt all the questions in section A and any 3 questions from section B.** All questions should be answered in the answer booklet provided.

**Section A (40 Marks)**

- 1). a). Why are hotels important? (6 Marks)
- b). Define the following terms as used in hotel's front office operations.
  - i. Rack rate (2 Marks)
  - ii. Package rate (2 Marks)
- c). With the aid of a clear diagram, outline the hotel guest cycle. (5 Marks)
- d). Clearly, outline the duties and responsibilities of a hotel's front office switch board operator. (5 Marks)
- e). Describe 3 types of reservations. (6 Marks)
- f). Which are the 3 commonly used sets of equipment for tracking room availability in a hotel's front office department? (3 Marks)
- g). List 8 main points that should be included in a hotel's confirmation letter to its reserved potential guests. (4 marks)
- h). What is a Central Reservation System? Central Reservation Systems are of 2 major types. These are? (3 marks)
- i). Outline the key objectives of a hotel's front office credit control measures. (4 Marks)

**Section B (30 Marks). Attempt any 3 questions from this section. Each Question is 10 marks.**

2). Identify and describe the most common methods of payment accepted by hotels. (10 marks)

3). a). In order to cope with the problem of over-booking, some statistical and historical data should be stored and processed by the hotel as well as be continuously updated. What should such data include? (6 Marks)

b). Outline the key information that a reservation agent should obtain from a prospective guest while handling a reservation enquiry. (4 Marks)

4). a). The registration record is a collection of important personal and financial guest information. Outline the components of a typical registration record. (5 marks)

b). Clearly, outline the procedure of conducting a group reservation. (5 marks)

5). In a system of classification, hotels are ideally grouped into reasonably homogenous sections according to some important general characteristics. Describe 5 different basis upon which hotels can be classified identifying at least 3 categories in each classification. (10 marks)