



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

THIRD YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

BHT 321: FRONT OF THE HOUSE MANAGEMENT

DATE: 15/4/2019

TIME: 8.30-10.30 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

1.
 - a) Differentiate between European plan tariff and American plan tariff (4 marks)
 - b) Briefly explain the types of guestroom classification criteria (6 marks)
 - c) Highlight three objectives of guest accounting procedures (3 marks)
 - d) Identify varied accommodation alternatives front office staff may suggest to a guest who missed the room type of his/her choice. (3 marks)
 - e) Highlight five room status terminologies as used in front office reservations (5 marks)
 - f) Highlight four strategies that can be employed to maximize room occupancy (4 marks)
 - g) Highlight five credit control measures a hotel can put in place during check-in to ensure full settlement of the accounts. (5 marks)
2. Discuss the following statistical records and their significance to hotel revenue analysis
 - a) Average room rate (5 marks)
 - b) Occupancy statistics (5 marks)

- c) Average guest expenditure (5 marks)
- d) Room occupancy percentage (5 marks)
- 3. a) Explain in details the role of front office staff in enhancing guest security. (12 marks)
- b) Examine the advantages of issuing guests with electronic key cards (8 marks)
- 4. Discuss the applications of the following systems as used in front office operations
 - a) Energy management systems (5 marks)
 - b) Computerized reservation system (5 marks)
 - c) Automated check-in (10 marks)
- 5. a) Discuss the reasons why a Housekeeper's report may show a room to be occupied when the room status board indicates that the room is vacant (10 marks)
- b) Examine the roles of a night auditor (10 marks)