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)