



**TECHNICAL UNIVERSITY OF MOMBASA**  
***School of Humanities & Social Studies***  
DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF TECHNOLOGY IN HOTEL & HOSPITALITY MANAGEMENT

**BHH 4305: FRONT OFFICE MANAGEMENT**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: JUNE/JULY 2015**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.

*This paper consists of Two printed pages*

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Explain how revenue management decisions are affected by **(20 marks)**
- i) Group room sales
  - ii) Transient room sales
  - iii) Food and beverage activity
  - iv) Convections and special events
- b) Describe techniques used to upsell room to guests. **(10 marks)**

**SECTION B (Answer any TWO questions)**

**QUESTION 2**

Describe the characteristics of the business, leisure and group travel markets. **(20 marks)**

**QUESTION 3**

Explain the key issues in developing and managing a security program.

**(20 marks)**

**QUESTION 4**

Explain the procedures followed when the guest cannot be accommodated.

**(20 marks)**

**QUESTION 5**

Identify the tools front office managers used to track and control reservation availability.

**(20 marks)**