

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE  
OF BACHELOR OF CATERING AND HOTEL MANAGEMENT

BCHM 401: CLUB MANAGEMENT

STREAMS: BCHM

TIME: 2 HOURS

DAY/DATE: FRIDAY 07/12/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- Answer ALL questions in section A and any TWO questions in section B
- Do not write anything on the question paper

SECTION A (30 MARKS)

1. Explain briefly 5 qualifications of a club manager in a hospitality industry [5 marks]
2. Explain 3 main steps of decision making in the management of a club [3marks]
3. List four activities carried out by club members association [4marks]
4. Briefly explain five types of clubs and club membership [5 marks]
5. Highlight three activities carried out in health and wellness facilities found in a private club [6 marks]
6. Explain briefly why the theme park was started in club management [2 marks]
7. Briefly explain the steps involved in the budgeting process of a club management [5 marks]

SECTION B (40 MARKS)

8. (a) Discuss the five forms of club ownership [10 marks]  
(b) Discuss how to manage the activities carried on each ownership club [10 marks]
9. Identify the activities of the manager of Muthaiga Gold club you have been requested to advise on the various aspects of business to be put in place by an entrepreneur who wants

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to start a new golf club at Chuka town, discuss some of the key areas in business that you will focus on for the new club to be successful [20 marks]

10. (a) Discuss components of human resource management in any kind of club within the hospitality industry [10 marks]
- (b) Discuss some of the legal aspects of club management in Kenya [10 marks]
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