

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF HOTEL MANAGEMENT AND DEGREE OF BACHELOR OF
TOURISM MANAGEMENT**

BCHM 111: INTRODUCTION TO HOSPITALITY AND HOTEL MANAGEMENT

STREAMS: BCHM/BTOM YISI

TIME: 2 HOURS

DAY/DATE: MONDAY 03/12/2018

8.30 AM – 10.30 AM

INSTRUCTIONS:

- **Answer ALL Questions in Section A and any other Two in Section B**
- **Do not write anything on the question paper**

SECTION A (30 MARKS)

1. Briefly explain the relationship between hospitality and tourism industries. [3 marks]
2. Briefly explain four aspects of guest profile diversity which may be encountered by a manager in a given hospitality organization. [4 marks]
3. Describe the functions of four major departments in a hotel. [4 marks]
4. Briefly describe the characteristics of hospitality services. [4 marks]
5. Explain the four ways of classifying hospitality operations. [4 marks]
6. Describe the patterns of demand that exists in the hospitality industry. [6 marks]
7. Briefly describe five examples of facilities that offer accommodation to guests. [5 marks]

SECTION B (40 MARKS)

8. (a) Describe the historical development of hospitality industry in Kenya. [10 marks]

(b) Discuss five factors that have led to growth and development of hospitality industry. [10 marks]

9. (a) Explain the importance of government participation in the development of hospitality industry. [10 marks]

(b) Explain five factors that determine room rate charged to guests. [10 marks]

10. (a) Discuss the environmental impacts of hospitality industry. [10 marks]

(b) Discuss five issues that are threatening the hospitality industry in Kenya. [10 marks]
