

**DTHM 0112**

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**CHUKA & EMBU CAMPUSES**

**FIRST YEAR EXAMINATION FOR THE AWARD OF DIPLOMA IN TOURISM AND  
HOTEL MANAGEMENT**

**DTHM 0112: INTRODUCTION TO HOTEL MANAGEMENT**

**STREAMS: DTHM Y1S1**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 5/12/2018**

**11.30 A.M - 1.30 P.M.**

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**INSTRUCTIONS:**

- **Answer ALL the Questions in Section A and ANY TWO in Section B**
- **Do not write anything on the question paper**

**SECTION A:**

1. Hospitality products and services have unique characteristics. With examples outline the unique characteristics. [6 Marks]
2. Define the following terms as used in hotel and tourism industry: [4 Marks]
  - (i) Rotels
  - (ii) Hospitality
  - (iii) Resorts
  - (iv) Ecotels
3. Outline the various needs that guest's visits hospitality establishment with. [5 Marks]
4. Briefly explain the classification of hotels. [6 Marks]
5. Hotel industry is divided into various division to ensure proper flow of work. Briefly explain the functions of housekeeping as a department within the hotel. [5 Marks]
6. Demand for products in hotel and restaurant is driven by various factors. Describe the factors that promote demand for hospitality products and services. [4 Marks]

**SECTION B: [40 MARKS]**

7. (a) Management is the act of getting things done through and with people. Discuss the functions of a manager in the hospitality industry. [12 Marks]
- (b) Investors can choose to manage their operations following different modes of management. Discuss the various modes of management which can be used in the hospitality establishment. [8 Marks]
8. Owing to the vast nature of hotel industry, its classification is based on various criteria. With examples of each discuss the broad classification of the hospitality industry. [20 Marks]
9. (a) Discuss the emerging trends in hospitality industry and their implication on development of products and service. [10 Marks]
- (b) Discuss the evaluation and development of hospitality industry and the years in which major changes and contributions occurred. [10 Marks]
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