

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA & EMBU

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

DTHM 0112: INTRODUCTION TO HOTEL MANAGEMENT

STREAMS: DTHM

TIME: 2 HOURS

DAY/DATE: TUESDAY 10/12/2019

8.30 AM – 10.30 AM

INSTRUCTIONS:

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

SECTION A

1. Briefly explain evolution of hotels. [5 marks]
2. Explain prerequisite activities to guest in a hotel. [5 marks]
3. Explain consumer factors that influence demand of hospitality services. [6 marks]
4. Explain five types of restaurants and unique features in each. [5 marks]
5. Explain the scope of hospitality industry. [4 marks]
6. Explain five ways you would price a hotel product package with components of each price. [5 marks]

SECTION B

7. (a) Deeban a Procurement student at Chuka University has requested you to manage his birthday party. As a hotelier discuss how you'd undertake the task.

[10 marks]

(b) Broadly discuss any five ways you'd operate a hospitality establishment with advantages and disadvantages in each. [10 marks]

8. Discuss departmental classification in hotels. [20 marks]

9. (a) Discuss features of hospitality service and strategies that can be used to enhance customer experience in each. [12 marks]

(b) Discuss new trends in hospitality industry. [8 marks]
