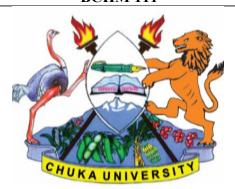
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FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF HOTEL MANAGEMENT/BACHELOR OF TOURISM MANAGEMENT

BCHM 111: INTRODUCTION TO HOSPITALITY AND HOTEL MANAGEMENT

STREAMS: BCHM / BTOM (Y1S1) TIME: 2 HOURS

DAY/DATE: MONDAY 09/12/2019 2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

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

SECTION A (30 MARKS)

- 1. Explain the objectives of hospitality management [6 marks] 2. Differentiate between the following: [4 marks] (i) Front of the house departments and back of the house departments (ii) Hotel revenue generating departments and hotel support departments 3. Briefly explain three characteristics of hospitality products [3 marks] 4. Briefly explain four ways in which hotels may be classified. Give an example in each [4 marks] case 5. Explain four factors that determine room tariff charged to a guest [4 marks] 6. Describe how the characteristics of a resort hotel differ from those of a city hotel in the following aspects: [3 marks]
 - (i) Location
 - (ii) Clientele
 - (iii) Facilities
- 7. Explain different patterns of demand fluctuation for hospitality products [6 marks]

BCHM 111

SECTION B (40 MARKS)

SECTION B (10 Minute)			
8.	(a)	Discuss the scope of connection between hospitality and tourism industries	12
marks]		·	
	(b)	Give details about four types of hotel rooms available in lodging facilities	
1 7			[8]
marks]			
9.	(a)	Explain the history of pineapple as the universal symbol of hospitality [10 mark	ks]
	(b)	Identify and explain current and likely future threats to hospitality industry acro	SS
		the globe [10
marks]			
10.	Discus	s the role of government in the development of hospitality industry in Kenya.	
]	20
marks]			