



UNIVERSITY EXAMINATIONS

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 case [4 marks]
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)**

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 [8 marks]

9. (a) Explain the history of pineapple as the universal symbol of hospitality [10 marks]  
(b) Identify and explain current and likely future threats to hospitality industry across the globe [10 marks]

10. Discuss the role of government in the development of hospitality industry in Kenya. [20 marks]

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