

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR
OF HOTEL MANAGEMENT**

BCHM 471: ENTERTAINMENT OPERATIONS MANAGEMENT

STREAMS: BCHM Y4S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 11/12/2019

2.30 P.M – 4.30 P.M

INSTRUCTIONS

Answer all questions in section A and any TWO in section B

Do not write on the question paper

SECTION A (30 MARKS)

1. Explain five entertainment market needs for the hospitality industry. [5 marks]
2. Describe five competences for an individual operating a gaming centre. [5 marks]
3. Briefly discuss five pricing approaches used in the gaming industry. [5 marks]
4. Highlight five security issues that may adversely affect the operations of an entertainment center. [5 marks]
5. Explain five complaint that may be raised by the consumers of entertainment services in a hotel. [5 marks]
6. Enumerate five types of game that are as a form of entertainment in a casino. [5 marks]

SECTION B (40 MARKS)

7. (a) Describe five components of the entertainment industry. [10 marks]

(b) Explain five factors that have led to the growth of the entertainment industry.

[10

marks]

8. (a) Discuss five reasons why leisure and recreation is significant for Kenya's economy.

[10

marks]

(b) Explain five legal issues that affect the entertainment and leisure industry.

[10

marks]

9. Discuss the essentials required to facilitate a successful tournament in a sport stadium.

[20

marks]
