

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BCHM 401: CLUB MANAGEMENT

STREAMS: BCHM Y4S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 8/12/2017

2.30 P.M - 4.30 P.M.

INSTRUCTIONS:

- **Answer ALL Questions in Section A [30 Marks] and TWO Questions in Section B [40 Marks]**
- **Do not write on the question paper**

SECTION A [30 MARKS]

1. Explain briefly what you understand by the word club. [2 Marks]
2. Explain leisure time in relation to club management. [2 Marks]
3. List four activities earned by club members association. [4 Marks]
4. Briefly explain five types of clubs and club membership. [5 Marks]
5. Briefly explain:
 - (a) Three types of wine commonly served in clubs. [3 Marks]
 - (b) Three types of a lager commonly served in a club. [3 Marks]
6. Highlight three activities carried out in health and wellness facilities found in a private club. [6 Marks]
7. Explain briefly why the theme park was started. [5 Marks]
8. Briefly explain four types of social clubs found in Mombasa city. [8 Marks]

SECTION B: [40 MARKS]

9. (a) Compare and contrast four types of social club and private clubs activities. [10 Marks]
(b) Explain how to manage the activities carried on each club. [10 Marks]

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10. As a professional club management, what advice would you give to a new proprietor who wants to start a new club in Tharaka Nithi County? [20 Marks]
11. Plan and cost a function of 1000 political members using Ruiru Golf Club and include the following
- (a) Cost a four course menu with red wine service provided. [10 Marks]
 - (b) Provide the facilities required for a conference and cost it. [5 Marks]
 - (c) Show calculation how you will make 40% net profit from the function. [5 Marks]

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