

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
CHUKA/EMBU**

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

DTHM 0112: INTRODUCTION TO HOTEL MANAGEMENT

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 4/12/2017

11.30 A.M- 1.30 P.M

INSTRUCTIONS:

- **Answer all questions in section A and any other two in section B**
- **Do not write anything on the question paper**

SECTION A (30MARKS)

1. Explain the meaning of the terms hospitality and hospitality industry. [4marks]
2. Briefly describe the evolution of hospitality industry. [6marks]
3. Briefly describe any five types of hotels in Kenya, based on where they are found. [5marks]
4. Highlight two disadvantages of pleasure types of travelers as hotel guests. [2marks]
5. Briefly explain five types of hotel rates. [5marks]
6. Briefly describe four types of meal plans. [4marks]
7. Briefly describe four factors that have contributed to the growth of the hospitality industry in the 21st Century. [4marks]

SECTION B (40 MARKS)

8. Explain ten future trends in the hospitality industry while giving their implication to hospitality business owners. [20marks]
 9. Describe the various functions and departments of a hotel. [20marks]
 10. (a) Explain the meaning of hotel management and describe four ways through which hotels can be operated. [10marks]
(b) Discuss any five challenges facing the hotel industry and give strategies for managing each of the identified challenge. [10marks]
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