

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BCHM 111: INTRODUCTION TO HOSPITALITY AND HOTEL MANAGEMENT

STREAMS: BCHM (Y1S1)

TIME: 2 HOURS

DAY/DATE: TUESDAY 11/04/2023

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

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

SECTION A (30 MARKS)

- (a) Highlight any **FOUR** sub-systems that operate in the hospitality industry. [2 marks]
 - (b) Identify any **FOUR** factors that hinder effective yield management in hotel operations. [2 marks]
2. The evolution of hospitality can be traced back to an era where the guest experience was not a priority. Indicate **SIX** consequences of not prioritizing the guest experience. [6 marks]
3. Briefly describe **SIX** attributes of hospitality services that should be considered when running a hotel. [6 marks]
4. Hotel ownership and management style varies globally. Briefly explain any **FOUR** styles of management and ownership. [4 marks]
5. Highlight any **SIX** components in a checklist used to star rate hotels in Kenya. [6 marks]
6. Hospitality businesses require a stable balance of technology use and workforce since it is a people industry. Highlight **FOUR** reasons against full use of technology in hospitality operations. [4 marks]

SECTION B (40 MARKS)

7. Marketing hospitality businesses requires skills and good projection of the future trends in consumer behaviour. Discuss any **FIVE** strategies that you would recommend. [20 marks]
8. (a) Describe an evaluation process you can utilize to gauge the performance of an existing hospitality facility that is seeking to gain a unique position in the market. [10 marks]
- (b) Highlight any **FIVE** ways the managers working in the hospitality industry handle the challenges of reduced product demand. [10 marks]
9. (a) There are various concerns regarding the physical environment in the current day. Discuss any **FIVE** ways the hotel sector affects the physical environment. [10 marks]
- (b) Highlight the five four star rated hotels in Kenya, indicating the managing company of each. [10 marks]
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