

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF HOTEL
MANAGEMENT AND TOURISM MANAGEMENT**

BCHM 111: INTRODUCTION TO HOSPITALITY AND HOTEL MANAGEMENT

STREAMS: BCHM Y1S1

TIME:2 HOURS

DAY/DATE: TUESDAY 17/12/2024

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

1. Explain the relationship between the hospitality industry and tourism. **(6Marks)**
2. Moments of truth” is a term used to describe guest encounters. List any **SIX** moments of truth in a restaurant dining experience. **(6Marks)**
3. Describe hotel classification by ownership. **(6Marks)**
4. Discuss the advantages and disadvantages of franchising to the franchisee. **(6Marks)**
5. Define the following room types: Double room, Suite, and Villa. **(6Marks)**

SECTION B: 40 MARKS

6. **a)** Explain the following two types of classification which are commonly used in describing the nature of hotel departments:
 - i. ‘Revenue centered’ and ‘Cost centered’ Departments
 - ii. ‘Front-of-the-house’ and ‘Back-of-the-house’ Departments**(8Marks)**
- b)** Through classification, the characteristics of different hotels can be highlighted which provide travelers a brief idea about different options available and help them make comparisons before their reservation. Elucidate any **SIX** hotel classification factors.

(12Marks)

7. **a)** There are always some pros and cons for working in the hospitality industry. Discuss **FOUR** positive views about the career prospects of hospitality industry.

(8Marks)

b) Discuss the relationship between food and beverage department and the following departments:

- i. Rooms Division
- ii. Engineering
- iii. Security
- iv. Human Resources
- v. Sales and Marketing
- vi. Purchasing

(12Marks)

8. Global business conditions, lifestyle changes and higher disposable incomes have resulted in shifting travel preferences. Discuss any **FIVE** emerging trends in the hospitality industry.

(20Marks)
