

CHUKA



UNIVERSITY

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**UNIVERSITY EXAMINATIONS**

**RESIT/SPECIAL EXAMINATION**

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

**BCHM 111: INTRODUCTION TO HOSPITALITY AND HOTEL MANAGEMENT**

**STREAMS: BCHM/BTHM Y1S1**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 26/07/2018**

**8.30 A.M. – 10.30 A.M.**

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**INSTRUCTIONS:**

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

**SECTION A: 30 MARKS**

1. Define the following terms; (4 marks)
  - (i) Hospitality industry
  - (ii) Management
2. Outline any six different types of room tariffs a hotel may offer to its guests. (6 marks)
3. Explain how the following factors have caused growth and change in the hospitality industry. (6 marks)
  - (i) Increase in disposable income
  - (ii) Increase in life expectancy
  - (iii) Technological advancements
4. Describe the operations that any of the six departments in a hotel are responsible for. (6 marks)
5. State four room status terminologies that are used in compiling room reports. (4 marks)
6. State four ways in which a hotel manager can minimize the effects of low seasons. (4 marks)

**SECTION B: 40 MARKS**

7. (a) Describe the features of five types of hotel rooms that a guest may be accommodated in. (10 marks)
- (b) Explain five factors that may affect the room rate that is charged to a guest. (10 marks)
8. Analyze and discuss five impacts of hospitality industry in Kenya in terms of social impacts, economic impacts and environmental impacts. (20 marks)
9. Critically examine five recent developments/emerging issues that are affecting the Kenyan hospitality industry. (20 marks)
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