

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST YEAR 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/BTOM (Y1S1)

TIME: 2 HOURS

DAY/DATE: FRIDAY 18/12/2020

11.30 A.M. – 1.30 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. Using examples, describe the nature of hospitality exchange [6 marks]
2. With use of relevant examples, elucidate how similar types of guestroom are graded. [3 marks]
3. Briefly explain how hospitality services overlap with different components of tourism. [6 marks]
4. Outline four reasons for rating hospitality operations. [4 marks]
5. Explain three structures that hospitality chain operations may adopt [6 marks]
6. Briefly explain five ways in which the government of Kenya supports the hospitality industry [5 marks]

SECTION B (40 MARKS)

7. (a) Describe the history of pineapple as the universal symbol of hospitality [10 marks]

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- (b) Sketch the organizational chart of a five star hotel and give details of how the departments may be categorized. [10 marks]
8. (a) Discuss five factors that are put into consideration when determining the room tariff to charge a guest. [10 marks]
- (b) With use of examples from the hospitality industry, explain five characteristics of hospitality products. [10 marks]
9. Define the term hotel and explain six green practices that can be adopted by hotels to reduce their environmental impacts. [20 marks]
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