



Scott Christian UNIVERSITY

SCHOOL OF PROFESSIONAL STUDIES

BACHELOR IN HOSPITALITY AND TOURISM MANAGEMENT

UNIT CODE/NAME: BHM 420: SPECIAL TOPICS IN RESTAURANT MANAGEMENT

September – December 2019/2020 End Semester Exam - Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

QUESTION ONE

- a) Enumerate four main drivers of revenue growth predicted for hotels, airlines, restaurants and travel and tourism businesses (4 Marks)
- b) Briefly explain three impacts of integration on the hospitality sector (6 Marks)
- c) Briefly explain three challenges of cultural diversity in hospitality industry (6 Marks)
- d) Companies in the hospitality industry use various methods to develop and maintain an effective market plan. Describe four strategies that marketers use for brand success (8 Marks)
- e) Explore five trends towards internationalization of hotel and restaurant industry. (6 Marks)

QUESTION TWO

- a) Integration gained popularity when businesses focused on reaching economies of scale through which they were able to benefit from lower operating costs. Describe integration within the Hospitality industry (10 Marks)
- b) Explain the implication of integration of (2a) above on the Hospitality sector (5 Marks)

QUESTION THREE

- a) Define the term Globalization (2 Marks)
- b) Explain four effects of globalization on the Hospitality industry (8 Marks)
- c) Describe the strategies of internationalization in Hospitality industry (5 Marks)

QUESTION FOUR

- a) Explain FIVE interrelationship between Hospitality travel and tourism organizations (10 Marks)
- b) Describe the role of service in the hospitality industry. (5 Marks)

QUESTION FIVE

- a) Explain five negative impacts of internationalization in Hospitality industry (10 Marks)
- b) Enumerate five benefits of cultural diversity in hospitality industry (5 Marks)