SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF HOSPITALITY AND TOURISM MANAGEMENT

UNIT CODE: BHT 114, UNIT NAME: PRINCIPLES OF HOSPITALITY INDUSTRY

September – December 2018/2019 End Semester Exam - Time: 2 Hours

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

SECTION A (COMPULSORY) 30 MARKS

QUESTION ONE

a) Define the following terms;

i. Hospitality (2marks)
ii. Franchising (2marks)
iii. Concierge (2marks)
iv. Task Analysis (2marks)
v. Business ethics (2marks)

b) State component of the executive committee of a five-star hotel (7marks)

c) State FIVE roles of Tourism Board of Kenya (5marks)

d) State THREE functions of Engineering department of a five-star hotel (3marks)

e) Highlight FIVE desirable qualities of front office personnel (5marks)

SECTION B (30MARKS)

QUESTION TWO

a) Explain FIVE factors affecting hospitality and tourism industry (10marks)

b) Highlight FIVE career prospects in the hospitality industry (5marks)

QUESTION THREE

a) Describe the socio-economic benefits of hospitality operation in Kenya (5 marks)

b) Explain the main types of ownership and management of hotels in Kenya (10marks)

QUESTION FOUR

a) Describe FIVE emerging trends in hospitality industry (5marks)

b) State TWO functions each of the following departments;

i. Human Resource (2marks)
ii. Housekeeping (2marks)
iii. Front office (2marks)
iv. Food and beverage (2marks)
v. Finance department (2marks)

QUESTION FIVE

a) Explain five areas to be addressed to eliminate security threats in a hotel. (10 marks)

b) State five responsibilities of a head house keeper of a star rated hotel. (5 marks)