



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT
(DHIM M13)

BMK 2301: HOTEL MANAGEMENT IN PRACTICE

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.

- *This paper consists of Two printed pages.*

SECTION A (Compulsory) 30 Marks

QUESTION 1

- a) The General Manager of Travellers Beach Hotel have reported an increased profits for the past one year. The Hotel directors have used these report for a true measure of success and performance. Explain. **(10 marks)**
- b) Location is an important element in categorization of hotels. Briefly explain. **(10 marks)**
- c) A Hotel Manager is seen as a figure head, source of information and decision maker. Briefly discuss these work roles. **(10 marks)**

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

- a) The General Manager of Southern Palm Beach Hotel received complaints from guests that restaurant meals had become monotonous with minimum varieties. The Chef blames the Food and Beverage Manager for lack of menu reviews. Explain how you would get the hotel out of this scenario. **(10 marks)**
- b) Briefly describe how human resource, food and beverage. **(10 marks)**

QUESTION 3

- a) With examples briefly explain key job demands and relationship issues of Hotel Managers. **(10 marks)**
- b) Feasibility study is an important aspect of developing hotel facility. Briefly discuss key issues to consider during this stage. **(10 marks)**

QUESTION 4

With the aid of a departmental organizational structure, explain how a Food and Beverage Manager manages the day to day operation of the department. **(20 marks)**

QUESTION 5

- a) Briefly explain how Information Technology have revolutionized hotel operation. **(15 marks)**
- b) Briefly explain how type of client is a factor in hotel classification. **(5 marks)**