



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT  
(DHIM J13)

**BHC 2301: HOTEL MANAGEMENT PRACTICE**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES:** MARCH 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) Discuss how the Hotel endeavor's to meet its customers needs as guided by Maslow's hierarchy of needs. **(15 marks)**
- b) Describe the Hotel Manager's work roles. **(15 marks)**

## SECTION B (Answer any TWO questions) 40 Marks

### QUESTION 2

The decision to site a new hotel in a particular location will have been taken after a number of studies have been completed. Discuss how each of the following may influence hotel location;

- a) Transport
- b) Holiday markets
- c) Economic activities
- d) Politics. **(20 marks)**

### QUESTION 3

A room reservation is a legal contract between the hotel guest and the hotel therefore it is important that specific details are recorded. Explain the kind of information recorded in each of the following front office documents and why it is done.

- a) Guest list
- b) Room status board
- c) Hotel registers
- d) Daily arrival list
- e) Reservation charts. **(20 marks)**

### QUESTION 4

Regardless of fluctuations to a nations economy, the hotel and catering industry has remained important to the economic health of a country.

Examine the influences that have contributed to the development of the hotel industry in Kenya.

**(20 marks)**

### QUESTION 5

- a) Explain how the administration of a hotel management under a management contract will differ from one operated under a franchise agreement. **(10 marks)**
- b) Describe the advantages that a hotel group can expect as a result of its large size. **(10 marks)**