



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATION FOR THE:

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT

BHC 2301: HOTEL MANAGEMENT PRACTICE

END OF SEMESTER EXAMINATION

SERIES: MAY 2016

TIME: 2 HOURS

DATE: Pick Date May 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt Choose instruction.

Do not write on the question paper.

SECTION A (Answer ALL the questions)

30 POINTS

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INSTRUCTIONS: *Answer all questions in section A (COMPULSORY) and any other TWO questions in section B.*

SECTION A (COMPULSORY) 30 MARKS

QUESTION 1

- Explain the THREE styles of management and suggest the most appropriate for hospitality industry (10 mrks)
- Describe the different forms of accommodation outlets in the hospitality industry. (10 mrks)
- Describe FIVE different types of hotel rooms (10 mrks)

SECTION B (answer any TWO questions) 40 MARKS

QUESTION 2

a) Explain the functions of distribution channels in hospitality industry (10 mrks)

b) Discuss the emerging trends influencing future operations in hospitality industry(10 mrks)

QUESTION 3

a) Discuss FIVE different levels of distribution channels in the hospitality industry (10mrks)

b) Discuss factors influencing demand in the hospitality industry. (10mrks)

QUESTION 4

Discuss FIVE different criteria for hotel classification with the use of examples.(20mrks)

QUESTION 5

Discuss the interdepartmental relationship between housekeeping and other departments in a hotel and its relevance to the general success of the hotel.(20 mrks)