



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

UNIVERSITY EXAMINATION FOR THE DEGREE OF:

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BSTM S16)

BHT 4103: HOSPITALITY OPERATIONS

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date DECEMBER 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

QUESTION ONE

- What is the role of a manager in the hospitality industry (5 marks)
- Describe the classification of hospitality establishments (10 marks)
- Mention and explain the features of three different room types available in a hotel of your choice (6 marks)
- Describe and explain the term eco-labeling. (3 marks)
- Discuss the importance of Frequent Stay guest/Loyalty programs using an example of your choice. (6 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

Select one 5 star and one 4 star hotel in Mombasa for comparison. The comparison should be in the following dimensions.

- Location and accessibility
- Room number

- Room types and rates (Only the standard rates are required)
- Number of restaurants
- Facilities and services

(20 Marks)

QUESTION THREE

Discuss the current issues in hospitality services management. (20 Marks)

QUESTION FOUR

There are different category room types available for guest s' selection according to their needs and preferences. Provide a list and explain at least 10 room types which are commonly provided by hotels worldwide. (20 Marks)

QUESTION FIVE

Discuss Hospitality operation and corporate social responsibility. (20 Marks)