



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT

(DHIMM15/S15)

BHC 2301: HOTEL MANAGEMENT PRACTICE

SPECIAL SUPPLEMENTARY EXAMINATION

SERIES: JUNE 2017

TIME: 2 HOURS

DATE: Pick Date JUNE 2017

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.

1 SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

a) Discuss the various criteria by which hotels can be described. (10 marks)

b) Describe the buyers of hotel products (8 marks)

c) Explain the importance of having the following policies in managing hotels

- i. Customer policy
- ii. Personnel policy
- iii. Shareholders policy
- iv. Supplier policy (12 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Differentiate between a Consortia and Hotel Group (4 marks)
- b) Describe the advantage and the dis-advantages of hotel groups (10 marks)
- c) Discuss the limitations of marketing a small hotel. (6 marks)

QUESTION THREE

Discuss how one can efficiently and effectively measure performance hotels. (20 marks)

QUESTION FOUR

Using an appropriate illustration explain the organizational structure of a large Hotel (20 marks)

QUESTION FIVE

- a) Outline and explain the determinants of Hotel staffing (10 marks)
- b) Describe what a manager needs to do to keep his staff motivated (10 marks)