



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL & INSTITUTIONAL MANAGEMENT
(DHIM M12/S12)

BHC 2301: HOTEL MANAGEMENT IN PRACTICE

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2014

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 the factors that affect management of hotels. **(20 marks)**
- b) What are hotel groups? Explain some of the problems that these hotel groups experience. **(10 marks)**

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

Discuss the hotel as a total market concept. **(20 marks)**

QUESTION 3

Discuss the organizational structure of a large hotel. **(20 marks)**

QUESTION 4

Explain the various determinants of hotel staffing. **(20 marks)**

QUESTION 5

Discuss how the hotel can measure its performance as guided Kaplan's Balanced Score Card. **(20 marks)**