



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2023/2024 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER**

**SCHOOL OF NATURAL RESOURCE,  
ENVIRONMENTAL STUDIES & AGRICULTURE  
CERTIFICATE IN TOURISM AND WILDLIFE  
MANAGEMENT**

**COURSE CODE: CTW 005**

**COURSE TITLE: INTRODUCTION TO  
HOSPITALITY MANAGEMENT.**

**DATE: 7/2/2024**

**TIME: 1100-1300 HRS**

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**Instructions:**

*Answer **ALL** questions in section A and any other **THREE** in section B.*

## **SECTION A (25MARKS) COMPULSORY QUESTION.**

### **QUESTION ONE.**

- a) Define the following terms and concepts as is applicable in the hospitality industry.
  - i. Hospitality. **(2marks)**
  - ii. Service. **(2marks)**
  - iii. Menu. **(2marks)**
- b) Explain any Four **(4)** categories of hospitality products and services being offered in Kenya. **(4marks)**
- c) List **Five (5)** types of meal plans served in the hospitality industry globally. **(5marks)**
- d) Outline **Three** methods that potential guests may use to reserve a room. **(3marks)**
- e) Name **Four** types of hotels rooms on the basis of occupancy. **(4Marks)**
- f) Outline **three** types of room rates that may be charged to guests in a hotel. **(3Marks)**

## **SECTION B (45MARKS) ANSWER ANY THREE QUESTIONS.**

### **QUESTION TWO.**

- a) Discuss **Five (5) types** of food service methods/styles practised in the hotel industry. **(10marks)**
- b) Explain **Five (5)** types of guests expected in any hospitality establishment. **(5Marks)**

### **QUESTION THREE.**

With sufficient details, identify and describe any Five **(5)** departments found in a typical hotel set up. **(15marks)**

### **QUESTION FOUR**

- a) Explain any **Five** characteristics of hospitality services**(10marks)**
- b) Outline **Five** roles that are played by the food and beverage manager in a hotel. **(5Marks)**

### **QUESTION THREE**

- a) Outline **Five** professional qualities that a waiter/waitress in a hotel should possess for efficient and effective service delivery. **(5marks)**
- b) Explain **Five** factors that have led to the growth of the hotel industry in Kenya in the recent past. **(10marks)**