



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2019/2020 ACADEMIC YEAR  
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM, HOSPITALITY AND  
LEISURE STUDIES  
BACHELOR OF HOTELS AND HOSPITALITY  
MANAGEMENT**

**COURSE CODE: BHM 1103  
COURSE TITLE: INTRODUCTION TO  
HOSPITALITY OPERATIONS**

**DATE: 10<sup>TH</sup> DECEMBER 2019**

**TIME: 8.30-10.30 AM**

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**INSTRUCTIONS TO CANDIDATES**

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

*This paper consists of 3 printed pages. Please turn over*

## **SECTION A- 30 MARKS - COMPULSORY**

### **QUESTION ONE:**

**(30MARKS)**

- a. Define the term hospitality **(1 Marks)**
- b. Explain the difference or similarity thereof, of hospitality and tourism industry **(3 Marks)**
- c. Explain **FIVE** factors that can be used to classify hotels **(5 Marks)**
- d. State and explain sections of the hospitality industry **(5 Marks)**
- e. Explain the **PESTLE** model as used in the hospitality industry **(6 Marks)**
- f. Discuss the various hospitality sub-systems **(5 Marks)**
- g. State and explain the importance of studying introduction to hospitality management **(5 Marks)**

### **SECTION B: (ANSWER ANY TWO)**

#### **QUESTION TWO:**

Using a diagram, describe the scope of hospitality management **(20 Marks)**

#### **QUESTION THREE:**

Using appropriate examples, explain the history and evolution of the hospitality industry **(20 Marks)**

#### **QUESTION FOUR:**

- a. State and explain ten types of hospitality operations **(10 Marks)**
- b. Explain the organizational structure of a five star lodging operation **(10 Marks)**

#### **QUESTION FIVE:**

While giving relevant examples, explain the hotel as an open system **(20 Marks)**

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