



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER**

**SCHOOL OF NATURAL RESOURCES, TOURISM  
AND HOSPITALITY MANAGEMENT**

**BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 1105-1**

**COURSE TITLE: INTRODUCTION TO  
HOSPITALITY OPERATIONS**

**DATE: 31<sup>ST</sup> MARCH, 2022**

**TIME: 1100-1300**

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**INSTRUCTIONS TO CANDIDATES**

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

*This paper consists of 2 printed pages. Please turn over*

**SECTION A- 20 marks**

**QUESTION ONE:**

**(20MARKS)**

- a. Define the term hospitality **(2 Marks)**
  - b. Using a diagram, explain the relationship between hospitality and tourism industry **(3 Marks)**
  - c. Explain the similarity between hospitality and tourism industry **(5 Marks)**
  - d. Explain **FIVE** factors that can be used to classify hotels **(5 Marks)**
- State and explain sections of the hospitality industry **(5 Marks)**

**SECTION B- 30 marks**

**QUESTION TWO:**

Using appropriate examples, explain the history and evolution of the hospitality industry **(15 Marks)**

**QUESTION THREE:**

Explain the organizational structure of a Three-star lodging operation **(15 Marks)**

**QUESTION FOUR:**

Explain the **FIVE** key features assessed when rating a hospitality establishment **(5 Marks)**  
State and explain ten types of hospitality operations **(10 Marks)**

**QUESTION FIVE:**

While giving relevant examples, explain the hotel as an open system **(15 Marks)**

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