



# **MAASAI MARA UNIVERSITY**

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

**SCHOOL OF TOURISM, AND HOSPITALITY  
BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 1105-1  
COURSE TITLE: INTRODUCTION TO  
HOSPITALITY INDUSTRY**

**DATE: 1/2/2024**

**TIME: 1430-1630 HRS**

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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: COMPULSORY**

### **QUESTION ONE (20MARKS)**

- a. Explain the term hospitality **(3marks)**
- b. Using a diagram explain the scope of the hospitality industry **(5marks)**
- c. Explain the relationship between hospitality and tourism industry. **(5marks)**
- d. Identify **SEVEN** characteristics of a service industry **(7marks)**

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

#### **QUESTION TWO:**

- a. Explain the importance of having introduction to hospitality in our course **(5marks)**
- b. The hospitality industry has a very rich history. While using examples discuss the history, growth and development of the hospitality industry **(10marks)**

#### **QUESTION THREE:**

- a. Explain **FIVE** classification of hotel **(5marks)**
- b. While giving examples, Explain **TEN** types of accommodation facilities **(10marks)**

#### **QUESTION FOUR:**

- a. Explain **FIVE** types of hotel guests **(5marks)**
- b. With the help of a well labeled diagram explain the organizational structure of a mid-sized hotel **(10marks)**

#### **QUESTION FIVE:**

- a. Describe **FIVE** characteristics of an eco-friendly hotel **(5marks)**
- b. Explain **FIVE** sections found in a hotel **(10marks)**

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