



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER

SCHOOL OF NATURAL RESOURCES, ENVIRONMENTAL
STUDIES AND AGRICULTURE

DIPLOMA IN TOURISM AND WILDLIFE MANAGEMENT

COURSE CODE: NDTW 126

COURSE TITLE: INTRODUCTION TO HOSPITALITY
MANAGEMENT

DATE:17/5/24

TIME:0830-1030HRS

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 2 printed pages. Please turn over

Section A (40 marks) Answer all questions

a) Examine **five** technological trends that are shaping the future of the hospitality industry in the world today. **(10 marks)**

b) *“Front office department is said to be the nerve center of all hotel operations”* By citing relevant examples ,elaborate this statement **(10marks)**

c) Briefly discuss **five** characteristics of the hospitality industry. **(10 marks)**

d) Explain the following responsibilities of the human resource department in a hotel:

- i. Recruitment of staff
- ii. Selection of staff
- iii. Induction of staff
- iv. Staff appraisals
- v. Staff development **(10marks)**

Section B (30 marks) Answer any two questions

QUESTION TWO.

A new trainee has reported to a hotel you are managing.You are expected to allocate him duties in the accounting department. Explain to him **five** of the main duties he will be expected to undertake. **(15 marks)**

QUESTION THREE

The hospitality industry is a service industry that requires professional personnel to serve its clients. Explain the **technical and personal** attributes that the service personnel must possess in order to give exceptional service to their customers. **(15marks)**

QUESTION FOUR

The **product life cycle** has four very clearly defined stages, each with its own characteristics. With the help of a diagram discuss. **(15marks)**

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