



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY - APRIL 2017 SEMESTER

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT

COURSE CODE: BSHM 100

COURSE TITLE: INTRODUCTION TO HOSPITALITY INDUSTRY

DATE: 4 APRIL 2017

TIME: 3.00 PM – 6.00 PM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A IS COMPULSORY [40 MARKS]

Question 1

INTERNATIONAL BUSINESS STRATEGY: (CASE STUDY: McDonald's)

When José Bové, a self-proclaimed leader of France's anti-globalization movement, was sentenced for vandalizing a McDonald's restaurant in 1999, he claimed to have the backing of the French people. That might have been an overstatement, but 40,000 French people were there to show their support. It was not only the French, however; in the 1990s McDonald's restaurants were vandalized in about 50 countries. At issue is the worldwide perception that McDonald's represents a particular friendly Ronald-McDonald-type of US imperialism. Traditional lifestyles, critics say, are being eroded by McDonald's marketing practices, its value chain system, its fast-food concept, and the unhealthy food itself. Yet, McDonald's bends over backwards to blend into local cultures. The company advertises itself to its critics as a global company owned and run by local people. Indeed, the franchise system makes it so that McDonald's Japan is run by the Japanese and Israel's McDonald's restaurants are run by Israelis. Local business owners choose their menu's offerings to fit their culture, find alternative suppliers, and create suitable marketing for their culture.

An American in Saudi Arabia might seat single men with families at a McDonald's opening, but a Saudi Arabian owner would know that this is unacceptable and the restaurant will be designed to accommodate the culture...

SOURCE: Introduction to hospitality, John R. Walker 2001(BOOK)

Using the case study above, answer question 1[a & b]

- a) Discuss **FIVE** factors you may consider best if your business was to be managed by the McDonald's. **[10]**
- b) Analyze **FIVE** lessons you may learn from the over 50 McDonald's openings in the world. **[10]**
- c) Analyze **FIVE** responsibilities of various key players within the hospitality industry in Kenya. **[10]**
- d) Hospitality services are unique in the making. Explain. **[10]**

SECTION B: ANSWER ANY OTHER THREE QUESTIONS [60]

Question 2

- a) You have recently been employed as a front office manager in a two star hotel. You have just realized that the department you have been assigned to does not have a management account. As part of the changes you will bring on the board for changes, you are expected to introduce a guest folio for better operations of this department. You are therefore required to discuss guest folio as an efficient tool for easy of operations within your new work station. **[10]**
- b) With the help of a diagram, discuss a functional organizational design of a functional line of management in a five star hotel of your choice. **[10]**

Question 3

- a) Customer expectations management may act as a competitive tool for the hospitality growth at a destination. Analyze. **[10]**
- b) Explain **FIVE** future trends that are likely to positively affect the growth of the hospitality industry in the next decade. **[10]**

Question 4

- a) Discuss **FIVE** functions you may put in place for your success in a newly appointed position as a restaurant manager for a five star restaurant within Nairobi central business district. **[10]**
- b) The tourism industry is the backbone of the Kenyan hospitality industry in various ways. Discuss with use of examples. **[10]**

Question 5

- a) Analyze **FIVE** reasons that you would give for the recent classification of the Kenyan hotels. **[10]**
- b) Hotels have a responsibility to give back to the locals. Discuss. **[10]**