



# **GRETSA UNIVERSITY - THIKA**

**UNIVERSITY EXAMINATIONS  
MAY - AUGUST 2018 SEMESTER**

**BACHELOR OF SCIENCE IN HOSPITALITY  
MANAGEMENT**

**COURSE CODE: BSHM 100**

**COURSE TITLE: INTRODUCTION TO HOSPITALITY INDUSTRY**

**DATE: 7 AUGUST 2018**

**TIME: 3.00 PM – 6.00 PM**

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## **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: COMPULSORY

### Question One

- (a) Hotel Pasta la pasta is new in town. It has been classified as 5-star category and therefore clients expect customer service to the maximum. You have been employed as a restaurant manager and tasked with the responsibility of ensuring excellent customer service delivery. Describe how you would initiate and maintain a culture of customer satisfaction where all staff treat all customers with utmost care. **[10 marks]**
- (b) Discuss **FIVE** characteristics of the hospitality industry. **[10 marks]**
- (c) The table below demonstrates different types of hotel classifications and types. Complete the table by filling the blank spaces:

Hotel classifications	Description
Highway hotels	
Resort hotels	
Spa hotels	
All-suite hotels	
Boutique hotels	
Timeshares	
Extended stay hotels	
Cabins	
Convention hotels	
Commercial hotels	

**Each description is 1 mark [Total = 10 marks]**

- (d) By explaining the meaning of management contract, analyze **FIVE** reasons as to why majority of hotels owners prefer this kind of management. **[10 marks]**

## SECTION B: ANSWER ANY THREE QUESTIONS

### Question Two

- a) Analyze **FIVE** factors that may influence the room rates charged to hotel guests. **[10 marks]**
- b) Draw an organizational chart of a hotel and identify different front-of-the-house and back-of-the-house employees. **[10 marks]**

### Question Three

- (a) Explain **FIVE** challenges a chef must have to deal with while trying to achieve set food and beverages targets. **[10 marks]**

(b) Discuss **FIVE** objectives of the hospitality industry. **[10 marks]**

#### **Question Four**

(a) Analyze **FIVE** trends influencing the future of the hospitality industry. **[10 marks]**

(b) Discuss **FIVE** attributes of food and beverage service personnel. **[10 marks]**

#### **Question Five**

(a) Explain **FIVE** ways in which front office department can use to succeed in customer service delivery. **[10 marks]**

(b) Discuss **FIVE** ways in which current technology has transformed housekeeping and front office departments of hospitality organizations. **[10 marks]**