



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER-2019

EXAMINATION FOR THE DEGREE OF BACHELOR OF CATERING & HOTEL MANAGEMENT

UNIT CODE: BTM 1107

UNIT TITLE: INTRODUCTION TO HOSPITALITY SERVICES

DATE: DECEMBER, 2019

TIME:

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Differentiate the terms;
 - i) Hotel and restaurant (4 marks)
 - ii) Commercial and welfare operation (4 marks)
- (b) Define the term hospitality (2 marks)
- (c) State **THREE** objectives of hospitality industry (3 marks)
- (d) Giving appropriate examples, explain the scope of the hospitality and tourism industry (12 marks)
- (e) Outline **FIVE** advantages of working in the hospitality industry (5 marks)

QUESTION TWO

- (a) Interdepartmental coordination and communication with food and beverage and other departments is key in smooth functioning of hospitality organization. Discuss the statement. (20 marks)

QUESTION THREE

- (a) Explain **FIVE** reasons for classifying hotels and restaurants (10 marks)
- (b) Giving examples in each case, explain hotel classification by market segment (10 marks)

QUESTION FOUR

- (a) Discuss economic and social factors that impact on hospitality industry (20marks)

QUESTION FIVE

- (a) Giving appropriate examples in each case, explain **FIVE** emerging trends in the hospitality and tourism industry (20 marks)