



**MURANG'A UNIVERSITY COLLEGE**  
**(A constituent college of Jomo Kenyatta University of Agriculture and Technology)**

FIRST SEMESTER 2014/2015 EXAMINATIONS FOR THE DEGREE IN HOSPITALITY  
MANAGEMENT      SEPTEMBER- DECEMBER 2015

HTM 2111: INTRODUCTION TO HOSPITALITY AND TOURISM MANAGEMENT

TIME: 2 HOURS

INSTRUCTIONS

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

**QUESTION ONE (COMPULSORY)**

**30 MARKS**

- a. Define the following terms
  - i) Hospitality      2 marks
  - ii) Tourism      2 Marks
  - iii) Hotel      2 Marks
- b. Design an organizational chart of a small hotel      6 Marks
  - ii) Describe four hotels classified on basis of location      4 Marks
- c.
  - i) Explain six departments typical of a hotel      6 Marks
  - ii) Differentiate between domestic tourism and international tourism      2 Marks
- d. Explain how the following historical eras contributed to the development of hospitality industry
  - i) Industrial revolution
  - ii) Renaissance and grand tour
  - iii) French revolution

6 Marks

## QUESTION TWO

- a. Differentiate between the following
  - i) Excursionist and a tourist 2 marks
  - ii) Serviced and non- serviced accommodation 2 marks
  - iii) pull motivating travel factors and push motivating travel factors 2 marks
- b. Discuss how macro environment influences hospitality operations 10 marks
- c. Explain Four characteristics of services offered in hospitality industry 4 marks

## QUESTION THREE

- a. Discuss Five major trends in hospitality and tourism industry 10 marks
- b. Differentiate between the hotel revenue earning department and hotel support department. Give Two examples of departments in each case 4 marks
- c. Explain **six** reasons why people travel 6 Marks

## QUESTION FOUR

- a. i) Distinguish between front of the house and back of the house. 2 Marks
- ii) Describe Two processes at the back of the house and two processes at the front of the house involved in accommodation operations 2 Marks
- b. Discuss positive tourism impacts under the following sub-headings
  - i) social- cultural
  - ii) economic
  - iii) environmental6 marks
- c.
  - i.) Hospitality industry is closely related to travel and tourism industry. Cite Four examples to support this statement. 4 Marks
  - ii.) Explain six factors that may limit people to travel 3 Marks
  - iii.) Describe Three products of a hotel industry 3 Marks