

CHUKA



UNIVERSITY

COLLEGE

UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF CATERING AND HOTEL MANAGEMENT**

BCHM 100: INTRODUCTION TO CATERING AND HOTEL MANAGEMENT

STREAM: BCHM Y1

TIME: 2 HOURS

DAY/DATE: TUESDAY 18/12/2012

8.30 A.M. – 10.30 A.M

INSTRUCTIONS:

Answer all questions in section A and choose two questions in section B.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION. (30 MARKS)

1. Differentiate between the following terms.
 - (a) Eating market and Feeding market [2 Marks]
 - (b) Limited and non limited hotel [2 Marks]
 - (c) Institutional catering and Functional catering [2 Marks]
2. Distinguish between systems approach and contingent approach in Hotel Management. [3 Marks]
3. Describe various responsibility groups targeted by the role of management in hospitality. [3 Marks]
4. Briefly describe the hotel as a total market production concept. [6 Marks]
5. Describe 5 new hospitality operations concepts in Kenya. [5 Marks]
6. Highlight possible strategies of managing guest complaints in a hotel. [7 Marks]

SECTION B: ANSWER ANY TWO QUESTIONS IN THIS SECTION

7. Discuss the Westvlaam's guest's typologies which influence consumption of hospitality products. [20 Marks]
 8. Classify rated hotels in Kenya based on EAC and AA systems. [20 Marks]
 9. Account for the evolution and historical development of hospitality industry. [20 Marks]
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