

CHUKA



UNIVERSITY

COLLEGE

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**SECOND YEAR EXAMINATION FOR THE AWARD OF
DIPLOMA IN ECOTOURISM AND HOSPITALITY MANAGEMENT**

TOHM 0241: HOSPITALITY OPERATIONAL SYSTEMS

STREAM: DIP (ECOT. & HOSP. MGT)

TIME 2 HOURS

DAY/DATE: WEDNESDAY 8/12/2010

8.30 A.M. – 10.30 A.M

INSTRUCTIONS:

THE EXAMINATION CONSISTS OF TWO SECTIONS.
SECTION A CARRIES 30 MARKS.
SECTION B CARRIES 40 MARKS.

SECTION A: ANSWER ALL QUESTIONS.

Q.1 Define the following terms:

- | | |
|----------------|-----------|
| (a) Kitchen | [2 marks] |
| (b) Pastry | [2 marks] |
| (c) Lounge | [2 marks] |
| (d) Restaurant | [2 marks] |

Q.2 Explain the concept of good grooming in relation to Hotel industry.[5 marks]

Q.3 Explain the term cyclic menu. [5 marks]

Q.4 Outline the five marketing mix tools used in marketing catering products.
[5 marks]

Q.5 Explain inputs and outputs of Hospitality Systems. [5 marks]

SECTION B: CHOOSE ANY TWO QUESTIONS

Q.6 Discuss the following cooking methods giving their advantages and disadvantages:

(a) Boiling

(b) Steaming

(c) Frying

(d) Grilling

(e) Roasting

[20 marks]

Q.7 Discuss the determinants of guest's experience in the hospitality industry.

[20 marks]

Q.8 Using a diagrammatic representation, discuss guest's needs and wants.

[20 marks]
