



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR
THE DIPLOMA IN HOSPITALITY MANAGEMENT
(CITY CAMPUS)**

**SEH 0136: INTRODUCTION TO HOSPITALITY
AND TOURISM INDUSTRY**

Date: 5th August, 2013

Time: 9.00 – 11.00 a.m.



**SEH 0136: INTRODUCTION TO HOSPITALITY AND TOURISM
INDUSTRY**

(DIPLOMA CITY CAMPUS, SEMESTER ONE YEAR ONE)

INSTRUCTIONS

- This paper consist of two sections: A and B. Answer **ALL** the questions in the answer booklet provided

SECTION A (40MKS)

1. Define the following terms as used in the hospitality and tourism industry (5mks)
 - a) Hotel
 - b) Fast food restaurant
 - c) Housekeeping
 - d) Menu
 - e) Tourism
2. Explain five basic concepts of hospitality and tourism industry (5mks)
3. Distinguish the various types of bars that may be found within a hospitality set up (6mks)
4. What distinguishes a tourist from a traveller? (4mks)
5. Explain five characteristics of the hospitality industry (5mks)
6. Explain the three focus of hospitality food service establishment (6mks)
7. Enumerate eight services that a hospitality facility may offer its clients (4mks)
8. Explain five economic impacts of tourism in Kenya (5mks)

SECTION B (30MKS)

9. Discuss the factors that brings about variation in hospitality establishments (20mks)
10. Describe the lodging systems of a hospitality facility (10mks)