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University Examinations 2023/2024

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT**

AFH 3100: INTRODUCTION TO HOSPITALITY OPERATIONS

DATE: DECEMBER 2023

TIME: 2 HOURS

INSTRUCTIONS: *Answer question **one** and any other **two** questions*

QUESTION ONE (30 MARKS)

- a) There have been different definitions of hospitality, explain the meaning of hospitality both broadly speaking and in a contemporary explanation (3 marks)
- b) A successful hospitality business does not only count on its products and services, differentiate the tangible and intangible nature of the hospitality industry (5 marks)
- c) The hospitality industry is part of a wider group of economic activities called tourism, explain with clear objectives the relationship between hospitality industry and tourism industry (5 marks)
- d) As a hotel is the predominant type of commercial accommodation in Kenya, highlight the systems in which hotels can be classified (6 marks)
- e) Explain the four ways in which hotels can be operated (6 marks)



MUST is ISO 9001:2015 and



ISO/IEC 27001:2013 CERTIFIED

- f) Briefly outline the major departments of a five-star hotel (5 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the role of front office operations in connections with the four different phases of the guest cycle (10 marks)
- b) Outline the importance of employing Up-to-date information technology in the hospitality industry (10 marks)

QUESTION THREE (20 MARKS)

- a) Describe the classification of hotel guest (10 marks)
- b) Discuss the security procedures within a hotel (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss the functions of food and beverage department within a hotel (10 marks)
- b) Outline the kitchen organization with the aid of a chart of a traditional kitchen brigade in a large hotel (10 marks)

