



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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## University Examinations 2024/2025

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

### AFH 3100: INTRODUCTION TO HOSPITALITY MANAGEMENT

DATE: JANUARY 2025

TIME: 2 HOURS

#### INSTRUCTIONS:

- *You should have the following for this examination*
- *Answer Booklet, examination pass and student ID*
- *This paper consists of FOUR questions.*
- *Attempt Question ONE and any other TWO questions Do not write on the question paper*

#### QUESTION ONE (30 MARKS)

- a) Highlight FIVE characteristics of hospitality as a service industry (7.5marks)
- b) Explain THREE factors considered in hotel classification. (6 marks)
- c) Highlight the contributions of the following people to the hospitality industry:
- i) Kemmons Wilson (1.5 marks)
  - ii) Williard Marriott (1.5 marks)
  - iii) Ellsworth Statler (1.5 marks)
  - iv) Conrad Hilton (1.5 marks)
- d) Explain the following type of rooms as used in hotels:
- i. Presidential suite (1.5 marks)
  - ii. Villa (1.5 marks)
  - iii. Accessible room (1.5 marks)
  - iv. Deluxe room (1.5 marks)

- v. Standard room (1.5 marks)
- e) State THREE types of hotel guests (3 marks)

### **QUESTION TWO (20 MARKS)**

Describe the following hotel ownership structures.

- a. Franchising (6 marks)
- b. Management contracts (6 marks)
- c. Referrals (2 marks)
- d. Independent ownership (6 marks)

### **QUESTION THREE (20 MARKS)**

Discuss any FOUR types of restaurants common in the Kenyan hospitality industry. (20marks)

### **QUESTION FOUR (20 MARKS)**

Explain FIVE responsibilities of each of the following departments in a hotel organization.

- i. Front office (5 marks)
- ii. Housekeeping (5 marks)
- iii. Food and beverage (5 marks)
- iv. Security (5 marks)