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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2017/2018 ACADEMIC YEAR
DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT**

DHM 1601 – FUNDAMENTALS OF HOTEL AND CATERING INDUSTRY

Date: 9th April, 2018
Time: 2.30pm – 4.30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

A hotel is a business with its own products that makes a valuable contribution to a country's economy.

- a) Explain how hotels are influential in EACH of the following aspects:
- Employers of labour
 - Outlets of products of industries not related to food and beverage production [8 Marks]
- b) Describe how the characteristics of a resort hotel may differ from a city hotel in EACH of the following features:
- Location
 - Purpose of visit
 - Length of stay
 - Range of facilities and services [8 Marks]
- c) The food and beverage operation in a hotel consists of a number of progressive stages. Examine activities that will be expected to take place at EACH stage listed below in relation to food and beverage operations:
- Purchasing
 - Receiving
 - Storing and issuing
 - Preparing [12 Marks]
- d) Highlight FOUR advantages enjoyed by group hotels. [2 Marks]

QUESTION TWO (20 MARKS)

The main customer demand in most hotels is for sleeping accommodation, food and drink.

- a) Examine the distinguishing characteristics of the FOUR main types of client that will make up a hotel's accommodation market. [10 Marks]
- b) The use of hotels frequently represents derived demand, as guests rarely stay or eat in a hotel for its own sake. Describe the THREE main types of hotel demand generating sources. [10 Marks]

QUESTION THREE (20 MARKS)

Advance reservations are an important responsibility on the part of the hotel.

- a) Discuss FIVE ways in which a traveler may reserve accommodation in a hotel, and identify ONE advantage for EACH method. [10 Marks]
- b) Describe how a room reservation chart may differ from a room status board. [5 Marks]
- c) Identify FIVE duties that may be carried out by front hall uniformed staff. [5 Marks]

QUESTION FOUR (20 MARKS)

Most hotel revenue is from the sale of accommodation, food and drink, with overnight guests making additional demands on hotel services according to their needs.

- a) Describe FIVE extra services that may be provided for a guest that will generate additional income for a hotel. [10 Marks]
- b) Identify FIVE support service departments in a hotel, and explain the specialist activities that may be provided by EACH of them. [10 Marks]

QUESTION FIVE (20 MARKS)

A number of different groups of people will be interested in reviewing the financial performance of a hotel.

- a) Contrast the FIVE financial interests of owners with those of trade creditors. [5 Marks]
- b) Explain the difference between departmental gross profit and departmental profit margin. [5 Marks]
- c) Describe FIVE ways on how knowledge of the equity of a business and the capital gearing will assist the hotel owner. [5 Marks]
- d) Compare the function of the balance sheet with that of a profit and loss account. [5 Marks]