INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

FACULTY OF BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATIONS - APRIL 2025

PROGRAMME: BTHM
YEAR/SEM: YEAR 1/SEMESTER 2
COURSE CODE: BTHM 1201
NAME: FUNDAMENTALS OF HOSPITALITY INDUSTRY

DATE:
TIME:

INSTRUCTIONS TO CANDIDATES:

SECTION A

Section A is Complusory

Question 1:

At Hotel Shauriyako in Kisangani City, many things are at the inverse. The operations are typically different in comparison with other hotels. The irregularities cut across all the departments: Human Resources, Catering, Housekeeping, Security, lodging to mention but a few.

The manager Human Resources employs only relatives, friends and in-laws. They don't have any training in hotel operations. The menu includes pork. Alcohol is served in every corner. Music is played at high volume and employees smokes cigarettes all the time and in any place at the Hotel. Customer care is a rare phenomenon. To sum it up, there is total disorder.

TASK:

Basing on your knowledge of fundamentals of Hospitality Industry advise the management of Hotel Shauriyako on how to operate professionally.

(40 MARKS)

Question 2:

At the Busia–Uganda boarder, on the Kenyan side, there is a hotel called Mati–Ngumu. At this hotel, there is a Manager called Kassim Abdul Karanja. Mr. Karanja insists that Hotel training is a wastage of time. He says that he has never gone to any school, but he has been in the hotel business since his childhood. He proudly says that his hotel has hosted many very important people. They have never complained and they always appreciate his services.

TASK

Basing on the International Standerds of operation in the

Hospitality industry, Advise Hajji Kassim Abdul Karanja on the importance of Training for all hotel employees.

(40 MARKS)

SECTION B

Choose Any Three Questions

Question 1:

With specific and relevant examples, discuss the components of the Hospitality
Industry.
(20 marks)

Question 2:

Distinguishing between fundamentals of Hospitality Industry and fundamental of
Tourism
(20 marks)

Question 3:

Discuss the challenges that affect the hospitality Industry in most countries of Africa

(20 Marks)

Question 4:

Discuss the characteristics of the Hospitality Industry.

(20 Marks)

Question 5:

Mention and explain at least three objectives of the Hospitality Industry.

(20 Marks)

Question 6:

Explain the statement: “Hospitality Industry and TourismIndustry are inseparable”.

(20 Marks)

Question 7:

List and explain the stages of hospitality.

(20 Marks)

Question 8:

List and explain any five forms of places of accommodation / lodging.

(20 Marks)

Question 9:

Write short notes on each of the following

i. Motel
ii. Inn
iii. Bed space
iv. Hostel

(20 Marks)

Question 10:

Describe the social; & cultural impact caused by the Hospitality industry.

(20 Marks)

Question 11:

Describe the functions of the following staff

i. Receptionist

ii. House-keeping staff

(20 Marks)

Question 12:

With specific and relevant examples distinguish between tangible and intangible Services offered by the Hospitality Industry.

(20 Marks)