INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

FACULTY OF BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATIONS - AUGUST 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 COMPULSORY AND CARRIES 40 MARKS

Question 1:

Mutoni garden hotel is a mid sized hotel located in a tourist town near a national park in Uganda. over the passed five years , the hotel has seen a steady increase in local and international guest due improved marketing and infrastructure development. However, the hotel is now facing new challenges such as increased completion from new lodges, raising operational costs and staff turnover. Required.

a) Analysis the internal and external factors that have contributed to the success of Mutoni garden hotel in the past five years. (8marks)

b) Discuss three major challenges currently facing the hotel. (6marks) .

c) As a hospitality student propose five strategic actions the hotel management can take to remain competitive and improve service quality. (10marks)

d) Evaluate five ways how digital marketing and technology can be used to enhance guest experience and increase bookings. (10marks) .

e) suggest ways in which the hotel can promote sustainable hospitality while maintaining profitability.(6marks)

Question 2:

In the mind of the travelling public, stakeholders are always not clearly distinguished from share holders What is your understanding between a stakeholder and a share holder as used in the Hospitality industry?

explain the roles played by any three key stakeholders in the industry

SECTION B

ATTEMPT ANY THREE QUESTIONS; EACH CARRING 20 MARKS

Question 1:

a) Define a hotel (5 marks)

b) Describe any five major hotel departments and their responsibilities (15 marks)

Question 2:

a) Define the term hospitality (2marks)

b) Examine eight importance of hospitality industry to the Country's economy(18marks)

Question 3:

a) Explain the meaning of hospitality Products. (5 marks)

b) Explain seven different products offered in the hospitality industry. (15marks)

Question 4:

a) Give the career opportunities of graduates studying hospitality programs (10 marks)

b) Discuss five roles of Tour operators and travel agents in the Tourism and hospitality industry (10 marks)

Question 5:

a) With the hospitality industry growing worldwide, the hospitality is made up of different sectors which interrelate with each other. Describe any five different sectors of the Hospitality industry.(10 marks) .

b) Examine five little extras that communicate the sprite of Hospitality. (10 marks)

Question 6:

a) Guests or strangers are always away from homes, they demand for basic necessities. This makes travel an important sector of the hospitality .Discuss the characteristic of one star hotel over five star hotels. (10 marks)

b) Discuss the major departments of a hotel with their responsibilities (10 marks)

Question 7:

Examine ten factors driving the growth and development of the Tourism and hospitality industry in Uganda(20marks).

Question 8:

a) Examine the needs and motivations for travel in the hospitality industry (10 marks)

b) Discuss five types of accommodation used by travelers and their Characteristics.(10marks)

Question 9:

What is your understanding of the terms as used in the hospitality industry

a) Scope of hospitality (5marks)

b) Resort (5marks)

c) Non-commercial establishment (5marks)

d) Excursionists (5marks)

Question 10:

Explain the influences of the following towards the growth and development of hospitality industry?

a) Leisure time **(5mks)**

b) Tourism and peace **(5mks)**

c) Accessibility **(5mks)**

d) Disposable income **(5mks)**

Question 11:

Write short notes on the following terms

a) commercial Hospitality establishment (5marks)

b) Motel (5marks)

c) serviced apartments (5marks)

d) Night life (5marks)

Question 12:

Discuss ten factors, which have led to the rapid growth of the hospitality industry in Uganda.(20marks)