INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

FACULTY OF BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATIONS - DECEMBER 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

compulsory

Question 1:

The tourism and hospitality industry is a combination of people who seek adventure to satisfy their desires and those waiting to satisfy them with the best hospitality. It is however evident that there are two extremes; those who go out because of excitement (happy) and those who are frustrated. It has therefore become hard to satisfy these needs.

a. In line with the above, explain why tourists are not satisfied with our hospitality services as an industry (10 marks)

b. Suggest the way forward to improve the level of hospitality in our industry (10 marks)

c.What challenges do you encounter in a bid to improve satisfaction (10 marks)

d. What are the benefits of customer satisfaction (10 marks)

Question 2:

a. A chance guest (without prior knowledge about Across the Nile hotel) has walked into your hotel with very high expectations of first class service. Describe how as a hospitality professional you can engage him or her at the first sight, including but not limited to giving him or her an overview of the establishment services and activities that will influence him or her stay.(10 marks)

b. In your engagement, examine what might lead the guest to complain (10

c. Just in case of service failure, which steps would you follow to encourage repeat business (10 marks)

d. What challenges do you anticipate to as you try to solve customers' complaints (10 marks)

SECTION B

Attempt three questions

Question 1:

a.It is often easy as it has been to confuse tourism and hospitality. However, from an informed perspective, clearly distinguish between tourism and hospitality (05 marks)

b.Service Management Principles for Hospitality & Tourism guides managers to a new perspective that sees hospitality and tourism as essential service businesses. In line with the above, discuss the characteristics of services (15 marks)

Question 2:

a. Explain the internal factors that can affect the hospitality industry locally and internationally (10 marks)

b. Examine how the PESTEL factors affect the tourism and hospitality industry (10 marks)

Question 3:

a. Before guests are received, reservations take place. What are the advantages of reservations (10 marks)

b. Briefly explain the reservation activities in a typical hotel business (10 marks)

Question 4:

a. Describe the four distinct stages of a typical hotel guest stay (10 marks)

b. Define overbooking and explain the different types of overbooking (10 marks)

Question 5:

a. What do you understand by hotel classification (4 marks)

b. What is the benefit hotel classification to;

i . The tourism industry (8marks)

ii. The hotel (8 marks)

Question 6:

Discuss the different ways in which hotels can be categorised (10 marks)

b. Explain the different types of hotels that can be categorised according to market (10marks)

Question 7:

Explain the different types of hotel operations that are commonly in operation (10 marks)

b. Examine the different departments of the hotel and their main functions (10 marks)

Question 8:

Alternative accommodation in hospitality business can be classified in a number of categories. Discuss (20 marks)

Question 9:

a. What are the objectives of a reservation (4 marks)

b. Discuss the different reservation activities that guests go through before they are given a

Question 10:

a. Explain the different types of hotel reservations (10 marks)

I. Block booking

II. Allotment

III. Wait list

IV. Cancellation (10 marks)

Question 11:

a. What is over booking (2 marks)

b. Explain the different types of over booking (8 marks)

c. Describe how over booking can be handled (10 marks)

Question 12:

As guests are booking, they are normally specific on particular ways they need to be charged. Discuss the different meal plans available in hotels (20 marks)