



MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

BHT 406: STRATEGIC MANAGEMENT

DATE: 22/10/2020

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Explain the following in reference to Strategic Management in Hospitality and Tourism Industry.
- i) Strategic Decisions
 - ii) Acquisition
 - iii) Competitive Position
 - iv) Company Mission
 - v) Differentiation Strategy (5 marks)
- b) Highlight FIVE Interrelated Managerial Tasks of Strategic Management (5 marks)
- c) Set SIX objectives of an organization of your choice in Hospitality and Tourism Industry (12 marks)
- d) Explain the analysis, of a product or a business classified into four main categories below
- i) Stars
 - ii) Cash Cows
 - iii) Question marks
 - iv) Dogs (8 marks)

QUESTION TWO (20 MARKS)

- a) Explain FIVE Merits of clear vision statement (10 marks)
- b) Explain the acronym CRIME has used to describe corporate objectives (10 marks)

QUESTION THREE (20 MARKS)

- a) Distinguish FIVE Core competences from competence in an organization. (10 marks)
- b) Describe any FIVE the Demerits of differentiation strategy in a Company (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain any SIX challenges Hospitality and Tourism managers are presented with various in the use of resources in the establishment (12 marks)
- b) Describe FOUR existing core competences on the basis of how they are Evaluated in a Company. (8 marks)

QUESTION FIVE (20 MARKS)

- a) Explain the different tools for analyzing of the internal environment. (10 marks)
- b) Describe tools used for external analysis and their criticisms (10 marks)



MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

BHT 409: INTERNAL CONTROL IN HOSPITALITY OPERATIONS

DATE: 21/10/2020

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms:-
- i) Food and Beverage control
 - ii) Portion control
 - iii) Purchasing
 - iv) Purchase specification
 - v) Standard Recipe (5 marks)
- b) Highlight any typical areas of theft and fraud done each by:-
- i) Customers
 - ii) Staff (7 marks)
- c) Explain any FIVE guidelines for effective issuing. (10 marks)
- d) Highlight EIGHT duties of a purchasing manager Hospitality Industry. (8 marks)

QUESTION TWO (20 MARKS)

- a) Outline any FIVE tips of handling of float cash in a catering establishment. (5 marks)
- b) Highlight any FIVE roles of a cashier in Hospitality industry. (5 marks)
- c) Explain any FIVE day-to-day operational problems of a manual system in

QUESTION THREE (20 MARKS)

- a) State the advantages and disadvantages of the above TWO methods of computing wages
- i) Time rate method (7 marks)
 - ii) Piece rate method (7 marks)
- b) Explain any THREE importance of pricing a product or a service in Hospitality Operations (6 marks)

QUESTION FOUR (20 MARKS)

- a) Identify SIX steps to be followed when dealing with a consignment in which there is a discrepancy (6 marks)
- b) Outline any FOUR methods of purchasing food and beverage in Hospitality Industry (4 marks)
- c) Enumerate the five main problems of Food and Beverage Control. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Describe FIVE Reasons for preparing purchase specification in Hospitality Operations. (10 marks)
- b) Explain any FIVE ways of Proper control of cash in Hospitality Operations. (10 marks)



MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

SECOND YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

HTM 218: MICE

DATE: 26/11/2020

TIME: 2:00 – 4:00 PM

INSTRUCTIONS

This paper consists of TWO sections A and B

Answer All Questions in Section A and any Two in Section B

QUESTION ONE (30 MARKS)

- a) Analyze the meaning and the purpose of Event tourism. (4 marks)
- b) Highlight THREE areas of Events in Hospitality and Tourism Industry (3 marks)
- c) Outline THREE of Events (3 marks)
- d) Describe any FIVE reasons for attending MICE activities (10 marks)
- e) Explain the meaning of Meetings (2 marks)
- f) Describe EIGHT ways of holding corporates Meetings (8 marks)

QUESTION TWO (20 MARKS)

- a) Explain the following as far as MICE is concerned. (10 marks)
 - i) Incentive
 - ii) Conventions
 - iii) Exhibitions
 - iv) Risk management
 - v) Event evaluation (10 marks)
- b) Highlight some important questions that are considered at the initial stage by the attendees of interest and expectations of MICE. (10 marks)

Examination Irregularity is punishable by expulsion

QUESTION THREE (20 MARKS)

- a) Describe FIVE factors behind Incentive Travel Decisions (10 marks)
- b) Explain the FIVE difference between meetings and conventions (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain any FIVE positive impacts MICE can bring to a destination. (10 marks)
- b) Describe FIVE MICE activities that have contributed to the growth of hotel sector. (10 marks)

QUESTION FIVE (20 MARKS)

- a) State TEN items to perform when Starting a Project (MICE) (10 marks)
- b) Describe FIVE Roles of Sponsorship Subcommittee in a MICE activity. (10 marks)