



MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM

DEPARTMENT OF HOSPITALITY MANAGEMENT

SECOND YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

HTM 219-2: LEGAL ASPECTS IN HOSPITALITY & TOURISM

DATE: 25/11/2020

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

SECTION A: COMPULSORY

QUESTION ONE (30 MARKS)

- a) Define the following terms as applied in law (2 marks)
- i) Negligence
 - ii) Legal personality
 - iii) Implied contracts
 - iv) Burden of proof
 - v) Rule of law
- b) Describe the three types of torts (6 marks)
- c) Explain the purpose of civil law in society (10 marks)
- d) Citing the EU Directive on Tour Packaging list any two main areas of protection to purchasers of package holidays (4 marks)

SECTION B: ANSWER ANY OTHER TWO QUESTIONS

QUESTION TWO (20 MARKS)

- a) Some specific elements must be included in all contracts to make them legally enforceable in a court of law. Explain the main elements constituting a valid contract (14 marks)
- b) Explain any three functions of law in the society (6 marks)

QUESTION THREE (20 MARKS)

- a) Give 5 instances where a hotel has legal rights to evict persons admitted as guests (10 marks)
- b) Explain the purpose of alcoholic drinks control Act (10 marks)

QUESTION FOUR (20 MARKS)

- a) Using relevant industry examples explain the innkeeper's lien (10 marks)
- b) Explain how a valid contract may be discharged (10 marks)

QUESTION FIVE (20 MARKS)

- a) Explain four circumstances where a contract of accommodation may be terminated (16 marks)
- b) Explain any two functions of the judiciary in Kenya (4 marks)



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FIRST YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

HTM 106-1: SERVICES MANAGEMENT IN HOSPITALITY AND TOURISM

DATE: 7/12/2020

TIME: 8.30-10.30 AM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

SECTION A: COMPULSORY

QUESTION ONE (30 MARKS)

- a) Define the following terms as applied in hospitality and tourism service
 - i) Service quality (2 marks)
 - ii) Total quality management (2 marks)
 - iii) Service Failure (2 marks)
 - iv) Moment of truth (2 marks)
 - v) Service culture (2 marks)
- b) List ten determinants of service quality that may relate to any service (10 marks)
- c) Explain how services may be distinguished from products (10 marks)

SECTION B: ANSWER ANY OTHER TWO QUESTIONS

QUESTION TWO (20 MARKS)

- a) Describe the components of a service blueprint. (12 marks)
- b) Explain critical steps to creating a successful customer experience strategy (8 marks)

QUESTION THREE (20 MARKS)

- a) Discuss any seven benefits of customer relationship to a hospitality organization (14 marks)
- b) Explain any three driving forces behind the growth of services (6 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss four essentials of a service culture (10 marks)
- b) Describe five ways technology may be used to enhance service quality (10 marks)

QUESTION FIVE (20 MARKS)

- a) Explain four aspects of customer focus (12 marks)
- b) Giving relevant industry examples discuss any four steps to successful customer experience management (8 marks)