



Kasarani Campus
Off Thika Road
P. O. Box 49274, 00101
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
YEAR ONE, SEMESTER ONE & TWO EXAMINATION
BACHELOR OF EDUCATION (ARTS)
KHM 2101: INTRODUCTION TO HOSPITALITY MANAGEMENT

Date: 11th December 2024
Time: 8.30am-10.30am

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

CASE STUDY: HOSPITALITY OPERATIONS AND PRACTICES AT VOI SAFARI LODGE
WILDLIFE HOTEL

Voi Safari Lodge Wildlife Hotel, located within the Tsavo East National Park, offers a comprehensive hospitality experience. The hotel operates various sections, including front office, housekeeping, food and beverage, and recreation, each playing a vital role in enhancing guest experiences. The front office handles reservations and check-ins, ensuring smooth guest transitions, while housekeeping maintains cleanliness and comfort in the rooms. The food and beverage department focuses on offering quality meals and personalized dining experiences, essential in shaping the overall guest experience.

The hospitality industry at Voi Safari Lodge is characterized by its intangibility and perishable services. Intangibility means guests cannot physically assess services before consumption, relying on their expectations, while perishability refers to the services that cannot be stored for future use. The hotel's emphasis on personalized wildlife experiences complements these traits, making each guest stay unique.

Technology in food and beverage services plays a crucial role at the lodge, with automated ordering systems, digital menus, and feedback apps enhancing operational efficiency. These advancements ensure prompt, personalized service, aligning the hotel with global standards.

Voi Safari Lodge also integrates sustainable practices into its operations, emphasizing eco-friendly initiatives to protect the surrounding wildlife and environment. Solar energy powers parts of the lodge, and water conservation measures are in place to minimize the ecological footprint. These green practices, combined with innovative technology, contribute to a holistic and responsible hospitality experience, attracting eco-conscious travelers.

REQUIRED

- a) Describe the various sections of the hospitality sector that exist in hotels in operations and guest experience case of Voi Safari Lodge Wildlife Hotel (4Marks)

- b) Discuss two characteristics of the Hospitality industry that may be applicable at Voi Safari Lodge Wildlife Hotel. (5Marks)
- c) Explain with examples qualities of a good receptionist that can be adopted and applicable to Voi Safari Lodge Wildlife Hotel (6Marks)
- d) Analyze the role of technology in food and beverage service paly in franchised and five star rated hotels applicable to Voi Safari Lodge Wildlife Hotel (6Marks)
- e) What are the measures taken in disposal of waste in five star rated hotels establishments' case of Voi Safari lodge Wildlife Hotel? (5Marks)
- f) Explain two ways on how to control outbreak of food borne illnesses at Voi Safari lodge Wildlife Hotel? (4Marks)

SECTION B

QUESTION TWO 20MARKS

- a. How should Maxilla, an hotelier with five years of experience in food and beverage management from KWUST, professionally handle the issue of a guest accident at Tribble O in Mombasa? (7 Marks)
- b. As a professional manager, describe the steps to control pests in food preparation areas and ensure hygiene in hotels. (7 Marks)
- c. Differentiate between commercial and non-commercial services in the catering business, providing specific examples in the context of hospitality management. (8Marks)

QUESTION THREE 20MARKS

- a) Identify the various room status codes used between housekeeping and other departments, highlighting their significance for front office guests in the hotel (6Marks).
- b) The hospitality industry has mechanisms in place to handle guest property on the premises. Explain the security procedures in terms of handling guest valuables on the hotel premises. (7Marks)
- c) Describe how the hotel Management may deal with suspicious persons and manage suspicious persons on the hotel premises. (7Marks)

QUESTION FOUR 20MARKS

- a) With illustrations, what are the four key functions of the front office as the face and heart of the hotel? (6 Marks)
- b) Briefly explain how hotels are classified by ownership, as hotels can be classified as either star-rated or by ownership. (7 Marks)
- c) Explain the main responsibilities of the housekeeping department within the hotel, and in enhancing guest satisfaction. (7 Marks)

QUESTION FIVE 20MARKS

- a) Briefly describe the main functions of the Engineering Department in hospitality industry case of five star rated hotel in Kenya (4 Marks)
- b) Explain the meal and drink experiences from the moment the guests arrive until they depart from the hotel (8Marks)
- c) Discuss the criteria that determine room rate charges for guests in hotel accommodation in income generation case of five star rated hotel. (8 Marks)