



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)
MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

MAIN EXAMS

**FOURTH YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE**

OF

B.Sc. HOSPITALITY AND INSTITUTIONAL MANAGEMENT

COURSE CODE: BHM 406

**COURSE TITLE: SEMINARS & CONTEMPORARY ISSUES IN
THE HOSPITALITY INDUSTRY**

DATE: 27TH APRIL 2022

TIME: 3.00 – 5.00 PM

INSTRUCTIONS TO CANDIDATES

Answer ALL questions in SECTION A and B

Answer TWO questions from section C.

TIME: 2Hours

MMUST observes ZERO tolerance to examination Cheating

This paper consists FIVE printed Pages. Please Turn Over

SECTION A: Answer ALL questions (10 MARKS).

- 1) A seminar may be defined as _____.
 - A. A gathering of people with a similar focus.
 - B. A gathering of people with a common goal.
 - C. A gathering of people with a common issue.
 - D. A gathering of people for the purpose of discussing a stated topic.
- 2) _____ is among the main purposes of a seminar.
 - A. For appreciation.
 - B. For recognition.
 - C. For networking.
 - D. None of the above.
- 3) Which task should be carried out during pre-seminar stage?
 - A. Analysis of seminar outcome.
 - B. Finding a proper venue for the seminar.
 - C. Collecting feedback from attendees.
 - D. Emailing of notes to attendees.
- 4) _____ is a trend likely to shape the future of the hospitality information society.
 - A. Broadband.
 - B. Hotspot internet.
 - C. Online product development.
 - D. Cash gaming.
- 5) Which statement is **TRUE** in relation to the adoption of IT by hospitality managers?
 - A. Managers should sublet the implementation and development of comprehensive solutions to satisfy the needs of all their stakeholders
 - B. Managers should also have a list of the target users of their IT.
 - C. Managers should maintain a moderate search engine ranking.
 - D. Managers should ensure that their website information focuses on customers' needs.
- 6) In order to curb insecurity in hotels, _____ is an architectural issue of concern.
 - A. Lifts.
 - B. Limited entrances
 - C. Grand lobbies.
 - D. None of the above.

- 7) The following are **NOT** the main basis of employment discrimination in foreign owned hospitality organizations in Kenya **EXCEPT**;
- A. Religion.
 - B. National origin.
 - C. Age.
 - D. Disability.
- 8) Which of the following is **FALSE** about the fair labour Standards Act?
- A. Mandates on child labour.
 - B. Mandates minimum wages.
 - C. Mandates one and one-half pay for over time.
 - D. Mandates equal pay for equal work.
- 9) Regulations of hospitality operations market place apply to the following **EXCEPT** _____.
- A. Trademark.
 - B. Franchising.
 - C. Copyright.
 - D. None of the above.
- 10) Information about destinations, attractions, and travel related products such as transportations and accommodations can be easily accessed through _____.
- A. Travel agents.
 - B. Tour operators.
 - C. Websites.
 - D. Peer-to-peer.

SECTION B: Answer ALL questions in this section (30 MARKS).

- 11) Ms. Sharon Misita is the general manager of Sarova Whitesands hotel. She has been very keen with technological advancements and application within Sarova hotel operations. Explain **THREE** challenges of keeping up with the fast pace of technology that Ms. Misita is most likely to encounter. (6 Marks)
- 12) Ms. Jolanta has been invited by Masinde Muliro University of Science and Technology, Hospitality and Institutional Management Students to give a talk on seminars and their application in hospitality. Highlight any **THREE** types of seminars that Ms. Jolanta would include in her talk. (6 Marks)
- 13) Security is not limited to only a single aspect but has been classified into various types. Explain. (6 Marks)
- 14) Just like any other business, hospitality operation is highly controlled by both local, national as well as international laws. Explain **THREE** controls in relation to regulations and licensing. (6 Marks)
- 15) You have been invited by the Management of Lake Bogoria Spa and Resort to train their staff on waste management. Highlight any **SIX** issues that you will address for implementation by the staff in order to effectively manage waste generated as a result of hotel operations. (6 Marks)

SECTION C; Answer TWO questions, Question 16 is COMPULSORY (30 MARKS).

- 16) Disasters are a consequence of natural phenomena unleashing processes that lead to physical as well as emotional damage, while also disrupting the lives of communities and individuals and the economic activity of the territories affected.
- a) Highlight **TWO** factors that form the origin of disasters. (2 Marks)
 - b) One of the classifications of natural disasters most often used is the United Nations International Strategy for Disaster Reduction (UNISDR, 2009). Explain (8 Marks)
 - c) Explain the overall effects of natural disasters on the hospitality industry. (10 Marks)
- 17) Culture is defined as '*the accepted values and ways of behaving which shape the society in which we live*'. In view of the definition above, explain the impact of culture on hospitality consumption with reference to seminars. (10 Marks)
- 18) The global hospitality industry is going through an amalgam of experiences as a result of a number of issues. Explain any **FIVE** current trends of this industry. (10 Marks)