



(University of Choice)

# MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)

MAIN CAMPUS

UNIVERSITY EXAMINATIONS  
2022/2023 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER EXAMINATIONS  
FOR THE DEGREE  
OF  
BSC. HOSPITALITY AND INSTITUTIONAL MANAGEMENT

COURSE CODE: BHM 406  
COURSE TITLE: SEMINARS & CONTEMPORARY ISSUES IN  
HOSPITALITY INDUSTRY

DATE: 27/4/2023

TIME: 8 - 10AM

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## INSTRUCTIONS TO CANDIDATES

Answer ALL questions in SECTION A and B  
Answer only TWO questions in SECTION C  
Read additional instructions under various sections

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 4 Printed Pages. Please Turn Over.

## SECTION A

### Multiple Choice Questions

Answer **ALL** the questions in this section by choosing the correct answer from the options provided under each question. (10 Marks).

1. Identify the best method to protect guests and their property at a hotel?
  - A. Recordable electronic keys (Credit card style with magnetic stripes).
  - B. Networked live and recorded surveillance cameras throughout the public areas.
  - C. Security officers regularly patrolling the hotel areas.
  - D. All of the above.
  
2. What technology tool is essential for today's hospitality business?
  - A. Computerized cash register.
  - B. Property Management System.
  - C. Recordable Locking System Credit Card.
  - D. Computer with network access.
  
3. There are four main duties that hotel managers are responsible for performing. Which one of the following is **NOT** one of those four?
  - A. Planning.
  - B. Contracting.
  - C. Leading.
  - D. Organizing.
  
4. What is the best definition of hospitality?
  - A. Service.
  - B. Meeting the needs of guests with kindness and good will.
  - C. Business that provide services to people who are travelling.
  - D. A special room that is used to serve refreshments to groups of people.
  
5. Which of the statements below best describes a preventative security solution in hospitality industry?
  - A. Installing cameras on cashiers and cash drawers as well as exterior doors.
  - B. Using electronic recordable key entry to guest rooms.
  - C. Bolt televisions and artwork securely to furniture or walls.
  - D. All are appropriate preventative solutions.
  
6. In the hospitality industry overseas assignment often fail because the manager and his or her family cannot adjust. Which skill/and or ability below becomes extremely important as part of the selection process for an overseas assignment?
  - A. Personal development motivation..
  - B. New language skills.
  - C. Cross-cultural adaptability.
  - D. Counseling.
  
7. Which of the statements below is a good reason for conducting a seminar?

- A. Organizing for a seminar can be an effective way of raising the profile of your research.
  - B. It can be an opportunity to share and exchange with other experts in the field.
  - C. A Seminar is good opportunity to represent the results of your work and attract media attention
  - D. ALL the above are good reasons for conducting a seminar.
8. In using seminar technique, questions, comments or clarifications should be addressed to
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- A. The main speaker of the seminar.
  - B. The chairperson of the seminar session.
  - C. Any seminar participant who is willing to listen.
  - D. The secretary or rapporteur of the seminar.
9. An hotel manager who provides continuing flow of instructions, comments, and suggestions to the subordinate is engaging in what type of on-the-job training?
- A. Case study.
  - B. coaching.
  - C. Individual development.
  - D. Role modeling.
10. The method of providing a variety of work experiences to broaden the knowledge and understanding required to manage more effectively is known as:.
- A. Job rotation.
  - B. Lateral transfer.
  - C. Career ladder.
  - D. Role modeling.

## SECTION B

### Answer ALL the Questions (30 Marks)

11. a) List the key points to consider when selecting the venue for a seminar. (3 Marks)
- b) By use of sketches illustrate the following seating arrangements as used in seminars. (6 Marks)
- i ) Theatre
  - ii) U - Shape
  - iii) Herringbone
12. Presentation techniques are very important in conducting Seminars and workshops.
- a) What factors must be considered for giving a good presentation? (4 Marks)
- b) Differentiate between slide transition and slide animation in MS-Power Point. (4 Marks)
13. a) Present in detail four (4) hospitality technology innovations.(8 Marks)
- b) Illustrate how technological advancements and regular innovations have affected running of hospitality establishments in Kenya. (5 Marks)

## SECTION C

**There are three (3) Questions in this section. Answer Any (2) Two Questions (30 Marks)**

14. You were recently hired as a human resource manager in a three star hotel. You have been tasked with designing and planning a seminar for 25 staff members of the hotel to encourage team building and positive work culture.
  - a) How will you go about planning the seminar?. What will be the title, the objectives, the content, seating arrangement, speakers ? etc (10 Marks).
  - b) Briefly explain the benefits of attending seminars and give examples of four different types of seminars. (5 Marks)
  
15. Security is a major concern for managers in hospitality industry.
  - a) Discuss safety and security issues for individuals and groups in multiple places (hotels, restaurants, cruise ships, amusement parks). (10 Marks)
  - b) Outline what needs to be done to minimize risks in these places. (5 Marks)
  
16. Hospitality is a lucrative industry that has witnessed a tremendous rise in business over the years. Explore ten (10) contemporary issues in the hospitality industry and outline approaches to solve them.. (15 Marks)