



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2021/2022 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER**

**SCHOOL OF NATURAL RESOURCES, TOURISM  
AND HOSPITALITY MANAGEMENT**

**BACHELOR OF HOTELS AND HOSPITALITY  
MANAGEMENT**

**COURSE CODE: BHM 3108**

**COURSE TITLE: CRISIS MANAGEMENT**

DATE:

TIME:

**INSTRUCTIONS TO CANDIDATES**

Answer **ALL** questions in section **A** and any other **Two** in section **B**.

*This paper consists of 2 printed pages. Please turn over*

## **SECTION A: COMPULSORY (30 MARKS)**

### **QUESTION ONE**

Assuming you are a general manager of a five star hotel located at the coast of Kenya and your hotel has 300 rooms. Answer the following questions?

- a. What are the five potential risks that can happen in your organization? Explain your answer (5 marks)
- b. Explain five potential damages in case the risks happen(5 marks)
- c. Explain five legal and ethical implications you will apply in your organization(5 marks)
- d. Explain five ways you will handle food poisoning in 100 guest in your organization(5 marks)
- e. As a hospitality practitioner you will need various licenses and permissions before you hold an event or operate a hospitality business, explain five licenses and permissions related to the industry (5 marks)
- f. Explain the term permit and highlight five areas you may need to acquire it as a hotelier(5 marks)

## **SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)**

### **QUESTION TWO**

- a. If the efforts of people in organizations are to be channeled toward productive ends, structure must be given to their activities, discuss five ways by which managers give structure to organizations **(15 marks)**
- b. Explain five differences between products and services in the hospitality industry **(5 marks)**

### **QUESTION THREE**

Explain giving relevant examples ten types of technologies used in the hospitality industry and how their use has enabled smooth and efficient operations. **(20 marks)**

#### **QUESTION FOUR**

a. There are many different types of accommodation to suit different budgets, different tourists and different types of customers. Describe ten types, differentiating catered and non-catered accommodation. **(10 marks)**

b. Explain the five importance of work coordination and control in hospitality operations management **(10 marks)**

#### **QUESTION FIVE**

Hospitality operations management involves transforming inputs into finished products and service; discuss how productivity management is applied in this context. **(20 marks)**

.....**End**.....