



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2007/2008

INSTITUTE OF OPEN LEARNING

EXAMINATION FOR THE DEGREE OF MASTER OF SCIENCE

HIM 503: ADVANCED FOOD SERVICE SYSTEMS MANAGEMENT

DATE: Wednesday 9th January, 2008

TIME: 9.00 a.m. – 12.00 noon

INSTRUCTIONS

Answer any SIX questions.

1. Discuss the current trend of catering in public universities. [10 marks]
2. Identify and discuss five (5) factors that affect growth of hospitality industry. [10 marks]
3. Discuss the application franchising in hospitality industry in Kenya. [10 marks]
4. Explain the application of Pareto Analysis theory in food service outlet. [10 marks]
5. Your organization has ventured into a conference business. Do a write up to the directors to highlight the requirements for the business. [10 marks]
6. Discuss in details the organizational structure and its functions in a typical five star hotel. [10 marks]
7. Cost of labour is high in a hospitality organization. Discuss. [10 marks]
8. The product of a restaurant is more than food. Discuss. [10 marks]

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