

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

SECOND YEAR EXAMINATION FOR THE AWARD OF MASTER OF HOTEL  
& CATERING MANAGEMENT

MIHM 882: HOSPITALITY ASSETS MANGEMENT

STREAMS: MIHM (Y2S1)

TIME: 3 HOURS

DAY/DATE: FRIDAY 07/12/2018

2.30 P.M. – 5.30 P.M.

INSTRUCTIONS:

- Answer question ONE and any other TWO only
- Do not write on question paper

1. (a) Assets management is an important function for proper management of resources in hotel and catering industry. Discuss [10 marks]

(b) Working capital management has a wide scope as management of assets is concerned. Identify the major areas of working capital in hospitality industry and on each case describe how each one of them should be managed to maximize shareholders returns [12 marks]

(c) A good assets manager should analyze various types of assets options before deciding to invest cash or buy them. Describe the discounting methods available for the manager in hotel industry showing advantages of each method. [9 marks]

(d) Describe the hotel assets management life cycle and highlight matters involved in each step [9 marks]

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2. (a) Renovation function is a very expensive activity in hospitality industry but it cannot be avoided as was shown by its impact in cited cases in the world over. Discuss the significance of renovation with citation of such case studies [8 marks]
- (b) In relation to fundamentals of assets management there are various emerging utility business dynamic challenges facing the management of assets in hospitality industry. Describe such dynamic emerging issues facing the industry [12 marks]
3. (a) Describe the assets management (AM) plan process, showing issues to be factored in each process [10 marks]
- (b) Explain the main principles of assets management [10 marks]
4. (a) Describe the assets fail using the science failure tools and failure mode based management logic [8 marks]
- (b) Explain the meaning, contents and importance of the following concepts in relation to assets management practices
- (i) A M model pass – 55 [6 marks]
- (ii) Integrated strategic assets management [6 marks]
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