



MURANG'A UNIVERSITY COLLEGE (MRUC)
(A constituent college of Jomo Kenyatta University of Agriculture and Technology)

SCHOOL OF HOSPITALITY AND TOURISM AND MANAGEMENT

Unit Code: HHM 2126

Unit Title: Hospitality Purchasing

Department: Hospitality Management

Course: BSc. Hospitality Management

Date: 20TH APRIL 2016

Duration: 2HRS

END OF SEMESTER EXAMINATION

ANSWER QUESTION ONE (1) AND ANY OTHER TWO QUESTIONS

QUESTION ONE

- a) Buyers experience problems while working to attain their facility objectives. State five common problems they experience. [5marks]
- b) You are the newly appointed food and beverage director at the Hilton Hotel.
- Discuss what is meant by the purchasing functions goal of “maintaining the company’s competitive advantage”. [20marks]
 - Outline **five (5)** major objectives of the purchasing function. [5marks]

QUESTION TWO

Discuss **five (5)** aspects of technology used by the hospitality industry in the selection, procurement and inventory processes. [20marks]

QUESTION THREE

- a) In the hospitality industry there are the several intermediaries involved in the supply process. Highlight **five (5)** intermediaries in alcohol and other beverages in the hospitality industry. [5marks]
- b) Describe purchasing activities in a hospitality facility. [15marks]

QUESTION FOUR

Discuss **five (5)** forces affecting distribution channels of hospitality facilities. [20 marks]