

BHM 311



OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, STUDENT AFFAIRS AND RESEARCH

UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER MAIN/REGULAR EXAMINATION

FOR THE DEGREE IN HOTEL AND HOSPITALITY MANAGEMENT

COURSE CODE: BHM 311

COURSE TITLE: HOSPITALITY OPERATIONS MANAGEMENT

DATE: 16/3/2021

TIME: 9am- 12noon

INSTRUCTIONS TO CANDIDATES

- SEE INSIDE THIS PAPER CONSISTS OF 3 PRINTED PAGES
- PLEASE TURN OVER

MAIN/REGULAR EXAM

BHM 311: HOSPITALITY OPERATIONS MANAGEMENT

STREAM: BHHM

DURATION: 3HOURS

INSTRUCTIONS TO CANDIDATES

- i) Answer question **ONE** and any other **TWO** questions
- ii) Do not write on the question paper

Question One

- i) Define the term Hospitality operations management. (5marks)
- ii) Outline the objectives of Hotel operations management and briefly explain what they entail. (5marks)
- iii) Discuss the scope of operations management (10marks)
- iv) Discuss the Hotel operations managerial activities. (10marks)

Question Two

- i) Explain what the value chain is in Operations management and discuss value chain activities. (10marks)
- ii) From operations to guest experience to marketing, smart hotel technology offers a variety of cost savings and revenue opportunities, and it is enabling hotel owners to reach new levels of profitability. Discuss **FIVE (5)** ways in which smart technology will be reshaping the hotel industry in the very near future. (10marks)

Question Three

- i) Discuss the control function of in hotel operation activities. (10marks)
- ii) Explain the steps to be followed when making decisions that affect hotel operation activities. (10marks)

Question four

- i) Define the term Service Quality and discuss the service Gap model of service quality by Parasuraman (1994) (10marks)
- ii) Elaborate on the importance of establishing and maintaining service quality in hospitality enterprises. (10marks)

Question Five

- i) Elaborate on the meaning of marketing forecasting and outline **FOUR (4)** different marketing techniques that can be used in a hotel set up. (10marks)
- ii) Discuss the benefits of market forecasting (10marks)
