



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2019/2020 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM, HOSPITALITY AND
LEISURE STUDIES
BACHELOR OF HOTELS AND HOSPITALITY
MANAGEMENT**

COURSE CODE: BHM 3103

**COURSE TITLE: HOSPITALITY OPERATIONS
MANAGEMENT**

DATE: 2ND DECEMBER 2019

TIME: 2.30 PM -4.30PM

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 4 printed pages. Please turn over

SECTION A 30 MARKS

SECTION A: COMPULSORY

QUESTION ONE:

(30MARKS)

- a. Describe hospitality operations **(5 Marks)**
- b. Explain the scope of hospitality operations **(5 Marks)**
- c. Hospitality facilities can be sold as products, explain **(5 Marks)**
- d. Explain the forms of marketing hospitality products, to achieve maximum profits and minimum spending **(5 Marks)**
- e. Describe FIVE objectives of operations performance **(5 Marks)**
- f. State and explain the importance of studying operations management **(5 Marks)**

SECTION B: (ANSWER ANY TWO)

QUESTION TWO:

Technology runs the world literally in the 21st century. As an operations manager of Maasai Mara University hotel explain how you will incorporate technology in your day to day operations of this hotel. **(20 Marks)**

QUESTION THREE:

Using appropriate examples explain the place of CSR in hospitality operations **(20 Marks)**

QUESTION FOUR:

- a. State and explain the two environments that affect hospitality operations and how a manager can ensure they work to his/ her advantage **(10 Marks)**
- b. Explain the current trends in the hospitality industry that have a direct impact to the operations of a hotel **(10 Marks)**

QUESTION FIVE:

Using diagrammatic representations, describe the cycles common in hospitality operations **(20 Marks)**

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