



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
BACHELOR OF HOTELS AND HOSPITALITY
MANAGEMENT**

**COURSE CODE: BHM 3103
COURSE TITLE: HOSPITALITY OPERATIONS
MANAGEMENT**

DATE: 6TH DECEMBER 2018

TIME: 1100 – 1300 HRS

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 2 printed pages. Please turn over.

SECTION A -25 MARKS

QUESTION ONE:

- a.) Using a diagram elaborate operations management (5 Marks)
- b.) Using examples explain **THREE** categories of planning (6 Marks)
- c.) Describe management and the **THREE** levels of management (4 Marks)
- d.) Explain **THREE** market segmentation of hospitality operations (6 Marks)
- e.) Describe the hospitality cycle as used in the running of hospitality operations (4 Marks)

SECTION B -45 MARKS

QUESTION TWO:

- a.) Using examples explain **FOUR** forms of marketing (8 Marks)
- b.) Explain **SEVEN** marketing mix in a hospitality operation (7 Marks)

QUESTION THREE:

- a.) Discuss the process of marketing research (5 Marks)
- b.) Explain **TEN** characteristics of services that make the operation and marketing of a hospitality establishment unique (10Marks)

QUESTION FOUR:

- a.) using a diagram discuss the product life cycle (6 Marks)
- b.) Explain the food service cycle (5 Marks)
- c.) Explain the control cycle (4 Marks)

QUESTION FIVE:

- a.) BIDII MARA UNIVERSITY is coming up with their curriculum for Bachelors of hotel and hospitality operations being a new university you have been called upon to assist with the development of this curriculum, in your defense discuss the importance of including hospitality operations management as a course and its benefit to the prospective students (15 Marks)
- b.) Using a diagram discuss yield management as a factor of operations management (8 Marks)

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