



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2021/2022 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER**

**SCHOOL OF NATURAL RESOURCES, TOURISM  
AND HOSPITALITY MANAGEMENT**

**BACHELOR OF HOTELS AND HOSPITALITY  
MANAGEMENT**

**COURSE CODE: BHM 3103**

**COURSE TITLE: HOSPITALITY OPERATIONS  
MANAGEMENT**

**DATE: 1<sup>ST</sup> APRIL, 2022**

**TIME: 1100-1300**

---

**INSTRUCTIONS TO CANDIDATES**

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

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

## **SECTION A: COMPULSORY (30 MARKS)**

### **QUESTION ONE**

- a. Using an illustration of a chart, describe an organizational chart of hotel, outlining all major and minor departments **(5 marks)**
- b. Operations management is the central core function of every organization. Explain five roles of hospitality operations management **(5 marks)**
- c. Elucidate five differences between line functions and staff functions **(5 marks)**
- d. Explain five ways hospitality operation forecast and manage demand **(5marks)**
- e. Elucidate five ways hospitality managers can maximize productivity **(5 marks)**
- f. Explain five challenges that may hinder efficient work control and coordination in a hospitality firm **(5 marks)**

## **SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)**

### **QUESTION TWO**

- a. If the efforts of people in organizations are to be channeled toward productive ends, structure must be given to their activities, discuss five ways by which managers give structure to organizations **(15 marks)**
- b. Explain five differences between products and services in the hospitality industry **(5 marks)**

### **QUESTION THREE**

Explain giving relevant examples ten types of technologies used in the hospitality industry and how their use has enabled smooth and efficient operations. **(20 marks)**

### **QUESTION FOUR**

a. There are many different types of accommodation to suit different budgets, different tourists and different types of customers. Describe ten types, differentiating catered and non-catered accommodation.

**(10 marks)**

b. Explain the five importance of work coordination and control in hospitality operations management **(10 marks)**

### **QUESTION FIVE**

Hospitality operations management involves transforming inputs into finished products and service; discuss how productivity management is applied in this context. **(20 marks)**

**/////END/////.**