



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM, AND HOSPITALITY
BACHELOR OF HOSPITALITY MANAGEMENT**

COURSE CODE: HHM 3126-1

**COURSE TITLE: HOSPITALITY OPERATIONS
MANAGEMENT**

DATE: 13/12/2023

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in **Section A** and any other **TWO** questions in Section B

SECTION A (20MARKS)

QUESTION ONE

- a) Define the following terms used in Hospitality Operations Management
 - i. Yield Management (1mk)
 - ii. Menu engineering (1mk)
 - iii. Budgetary control (1mk)
 - iv. Total Quality Management (1mk)
 - v. Cost plus pricing (1mk)
- b) Using a diagram, explain the Hospitality operations cycle (2mks)
- c) Discuss two challenges of optimizing the purchasing operation in a hotel establishment (4mks)
- d) Describe the importance of employee training and development in the hospitality sector (5mks)
- e) Justify two standards used in the control of food and beverage within a catering operation (2mks)
- f) Explain the use of the 2organisational structures within hospitality operations (2mks)

SECTION B (30 MARKS)

QUESTION TWO

- a. Imagine you are the general manager of a newly opened boutique hotel in a tourist destination. Describe the steps you would take to develop and execute a comprehensive marketing plan to attract guests during both peak and off-peak seasons (10 marks)
- b. You are the manager of a high-end restaurant, and a food safety inspection is scheduled in a week. Create a detailed checklist of the key food safety measures and protocols you would implement to ensure a successful inspection. (5 marks)

QUESTION TWO

You are tasked with selecting and implementing a new property management system (PMS) for a mid-sized hotel chain. Discuss the factors you would consider when choosing and integrating the PMS into the hotel's operations (15marks)

QUESTION THREE

- a. Your resort hotel is facing a period of low occupancy due to seasonal factors. Propose a revenue management strategy (10 marks)
- b. You are the manager at a Lodge in the Maasai Mara National Reserve. A customer gives online negative feedback about the lodge. Describe how you would respond to the negative customer review and implement changes to address the issues raised. (5 marks)

QUESTION FOUR

Create a training program for new employees at the front office of a 4star hotel (15 marks)

/END/