MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2023/2024 ACADEMIC YEAR

THIRD YEAR, FIRST SEMESTER

SCHOOL OF NATURAL RESOURCES, TOURISM HOSPITALITY

BACHELOR OF HOTELS & HOSPITALITY MANAGEMENT

COURSE CODE: HHM 3127-1

COURSE TITLE: HOSPITALITY SERVICES MANAGEMENT

DATE: 7/12/2023   TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** compulsory and any other **TWO** questions

This paper consists of 3 printed pages. Please turn over.

Section A: Compulsory
Question One
I.   Discuss FIVE key characteristics of services as described by various definitions and why they are important for service providers.
(5mks)
II. Explain the transition from the service economy to the experience economy. **(3mks)**
III. Explain three behaviors customers display in waiting lines.
(3 marks)
IV. How does an operating strategy influence allocating efforts and investments in a service-oriented enterprise? **(5marks)**

V.   Explain the impact of service failure and subsequent recovery on customer loyalty. Provide specific points to support your explanation.
(4 marks)

Section B: answer any TWO
Question Two
a) Discuss the concept of the service package. **(10 marks)**
b) How do the elements of the service package, including supporting facility, facilitating goods, and information, contribute to the overall service experience? **(5 marks)**

Question Three
a) Discuss the success factors influencing various types of service encounters. **(15   marks)**

Question Four
a) Explore the implications of changing the priority rule in waiting line systems. Giving examples, give the considerations companies should consider when altering these rules. **(4 marks)**
b) Explain the difference between Global Services and Local Services. How does the nature of these services impact their vulnerability to global competition? **(8 marks)**
c) Explain the concept of the customer as a co-producer in service delivery. **(3marks)**

Question Five
a) Examine the THREE dimensions of fairness in service recovery proposed by Stephen Tax and Stephen Brown. **(6marks)**
b) How does procedural, interactional, and outcome justice collectively impact customer satisfaction? Provide examples illustrating each dimension. **(6 marks)**
c) Differentiate between service qualifiers, service winners, and service losers. **(3marks)**

/END/