



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2017/2018 ACADEMIC YEAR  
THIRD YEAR FIRST SEMESTER**

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

**COURSE CODE: BHM 301  
COURSE TITLE: HOSPITALITY OPERATIONS  
MANAGEMENT**

**DATE: 25TH APRIL 2018**

**TIME: 8.30AM - 10.30AM**

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**INSTRUCTIONS TO CANDIDATES**

Answer question **ONE** and any other **THREE** questions.

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

**QUESTION ONE: (COMPULSORY) (25 MARKS)**

- a.) Explain the scope of operations management (4 Marks)
- b.) Explain **FIVE** functions of a hospitality operations manager (5 Marks)
- c.) Describe **TEN** types of hospitality establishments (5 Marks)
- d.) State and explain **FIVE** market segmentation and discuss its importance to the management of hospitality operations (5 Marks)
- e.) Using a LINE chart explain the product life cycle a hospitality product might go through (6 Marks)

**QUESTION TWO:**

- a.) Using examples explain the difference between market research and marketing research (5 Marks)
- b.) Explain **TEN** nature of services that make them distinctly unique and hard to market (10 Marks)

**QUESTION THREE:**

You are the chairman of KHB (Kenya Hospitality Board) .Evaluate the factors hotels have to consider to declare that hotels are one big market segment concept. (15Marks)

**QUESTION FOUR:**

- a.) Using a diagram explain the control cycle (5 Marks)
- b.) While giving example, explain the food service cycle (5 Marks)
- c.) Explain the hospitality cycle (5 Marks)

**QUESTION FIVE:**

- a.) Explain the importance of studying operations management and its benefit to future hoteliers (7 Marks)
- b.) Using a diagram discuss yield management as a factor of operations management (8 Marks)

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