



MAASAI MARA UNIVERSITY
REGULAR UNIVERSITY EXAMINATIONS
2017/2018 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER

SCHOOL OF BUSINESS & ECONOMICS
BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BHM 302
COURSE TITLE: HOSPITALITY SERVICE
MANAGEMENT

DATE: 24TH APRIL 2018

TIME: 11.00-13.00

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** questions

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

QUESTION ONE

a) Define the term service and explain the different forms of services in hospitality industry. **(10 marks)**

b) Explain the various steps involved in the development of services in hospitality, giving appropriate examples. **(15 marks)**

QUESTION TWO

Define the term service quality gap and use a five gap model to explain in details the meaning of these gaps to management of services and how the gaps can be used to by the management. **(15 marks)**

QUESTION THREE

According to service quality gap model, management faces many challenges while managing the services gaps. Identify the challenges and explain how the management can overcome them so that the customer is able to receive quality services. Illustrate your answer with appropriate examples.

(15 marks)

QUESTION FOUR

Define the term service quality mix and identify and explain in detail the different elements of the mix while at the same time highlighting the significance of each element to the management of services. **(15 marks)**

QUESTION FIVE

Discuss the significance of customer feedback and procedures hospitality service management. **(15 marks)**

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