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(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

FIRST YEAR, FIRST SEMESTER

MAIN EXAMINATION

FOR THE DEGREE

OF

M.Sc. HOSPITALITY AND EVENTS ADMINISTRATION

COURSE CODE: MHE 805

COURSE TITLE: HOSPITALITY OPERATIONS MANAGEMENT

DATE: WEDNESDAY 20TH DECEMBER 2023

TIME: 8 - 11 A.M

INSTRUCTIONS TO CANDIDATES

Answer questions ONE

Answer any other TWO questions.

TIME: 3Hours

MMUST observes ZERO tolerance to examination Cheating

This paper consists TWO printed Pages. Please Turn Over

Answer question ONE and ANY other TWO questions (60 MARKS).

1. In view of the concept of operations management within the Hospitality industry;
 - a) Describe the application of this concept in the accommodation section. (10 Marks)
 - b) Explain the future of hospitality and events in regard to the concept. (05 Marks)
 - c) Discuss the trends in hospitality and events operations design. (05 Marks)
2. The challenges of catering in the welfare sector, particularly in terms of the large volumes usually involved and the transportation of meals, have led to the development of a number of different systems. Explain these systems in relation to the Kenyan context. (20 Marks)
3. You are the group operations manager at Sarova hotels. You intent to hold a training of the food and beverage managers from sister hotel units on the importance of Food in the hospitality guest meal experience. Develop a suitable presentation for the task. (20 Marks)
4. Discuss the factors elucidating the high proportion of small businesses in the accommodation sector.(20 Marks)