



(University of Choice)

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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

**THIRD YEAR, FIRST SEMESTER MAIN EXAMINATIONS
FOR THE DEGREE
OF**

B.Sc. HOSPITALITY AND INSTITUTIONAL MANAGEMENT

COURSE CODE: BHM 301

COURSE TITLE: HOSPITALITY OPERATION MANAGEMENT

DATE: 11TH DEC.2023

TIME: 3:00 PM – 5:00 PM

INSTRUCTIONS TO CANDIDATES

Answer ALL questions in SECTION A and B

Answer TWO questions from section C.

MMUST observes ZERO tolerance to examination Cheating

This paper consists four printed Pages. Please Turn Over

SECTION A: Answer all questions (10 MARKS)

- 1) _____ is an input in a production function.
 - A. Information
 - B. Product
 - C. Maintenance
 - D. Inventory
- 2) The core function of hospitality management is: -
 - A. Planning.
 - B. Accounting and finance.
 - C. Human resource.
 - D. Marketing.
- 3) Which of the following is a basic feature of art in management?
 - A. Systematized body of knowledge.
 - B. Principles are based on experimentation.
 - C. Principles have universal validity and application.
 - D. Personalized application.
- 4) Quality control means:
 - A. The mechanism by which products are made to measure up to specifications determined from customers, demands and transformed into sales engineering and manufacturing requirements.
 - B. The regulatory process through which we measure actual quality performance, compare it with standards, and act on the difference.
 - C. A systematic control of various factors that affect the quality of the product.
 - D. All of the above.
- 5) Which of the following is **NOT** a factor in work environment?
 - A. Selection of colours.
 - B. Vibrations.
 - C. Amenities.
 - D. Spirituality.

- 6) Buffa defines operation management as:
- A. Part of management that deals with decision making related to production process so that the resulting goods and services are produced according to specifications, in the amount and by the schedule demanded and at a minimum cost.
 - B. The field of study that focuses on the effective planning, scheduling, use and control of manufacturing or service organizations through the study of concepts.
 - C. The set of interrelated management activities, which are involved in manufacturing of certain products or services.
 - D. Part of management concerned with the transformation of inputs into the required output or services.
- 7) _____ is **NOT** a characteristic of operation processes.
- A. Volume.
 - B. Variety
 - C. Visibility.
 - D. Feasibility.
- 8) The following are principles of management according to Fredrick Winslow Taylor **EXCEPT**:
- A. Rule of thumb
 - B. Harmony
 - C. Cooperation
 - D. Development of each other to the greatest efficiency and prosperity.
- 9) _____ is a function of the top level management in a hospitality set up.
- A. Interpretation of company policies.
 - B. Cooperate with other departments for smooth functioning of the organization
 - C. Integrate diverse elements and coordinate the activities of different departments according to the overall objectives of the organization.
 - D. None of the above.
- 10) Accidents can be prevented in the work place through: -
- A. Better remunerations of the employees.
 - B. Safety campaigns.
 - C. Prayers.
 - D. All of the above.

SECTION B: This section contains 5 short answer questions of 6 marks each. Answer all questions. (30 MARKS)

- 11) Identify **SIX** objectives of hospitality operation management. (6 marks)
- 12) Enumerate the **SIX** stages of a product design. (6 Marks)
- 13) i. Define the term 'Make or buy decision' (1 mark)
ii. State any **FIVE** factors that influence the make or buy decision (5 marks)
- 14) i. Define the term ergonomics (1 mark)
ii. Mention the objectives of ergonomics (5marks)
- 15). Explain the **THREE** aspects of human factors which influence behaviour at work in a way that can affect health and safety. (6 marks)

SECTION C: This section contains 3 essay questions of 15 marks each. Answer any two questions (30 MARKS)

- 16) i. Describe the term 'components of production function' as used in hospitality operation management. (3 marks)
ii. Discuss the **SIX** components of production function (12 marks)
- 17). Elucidate how the following theories of management can be applied in hospitality operation management. (15 marks)
 - i. Classical management theory
 - ii. Neo-classical theory
 - iii. Behavioural science approach
 - iv. Management science /operational research
 - v. Modern management.
- 18) i. Describe a work place design (3 marks)
ii. Discuss any **SIX** factors to be considered in a work place design (12 marks)

