



(University of Choice)

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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

THIRD YEAR, FIRST SEMESTER

MAIN EXAMINATION

FOR THE DEGREE

OF

B.Sc. HOSPITALITY AND INSTITUTIONAL MANAGEMENT

COURSE CODE: BHM 302

COURSE TITLE: HOSPITALITY SERVICES MANAGEMENT

DATE: WEDNESDAY 06TH DECEMBER 2023

TIME: 3 - 5 P.M

INSTRUCTIONS TO CANDIDATES

Answer ALL questions in SECTION A and B

Answer TWO questions from section C.

TIME: 2Hours

MMUST observes ZERO tolerance to examination Cheating

This paper consists THREE printed Pages. Please Turn Over

SECTION A: Answer ALL questions (10 MARKS).

1. In order to manage customer waiting time;
 - A. Inform your customers of what to expect.
 - B. Keep employees serving the customer out of sight.
 - C. Train your customers to be friendly.
 - D. Take a short term perspective towards getting rid of queues.
2. _____ is a management strategy for service business in hospitality.
 - A. Managing service structure
 - B. Managing service quality
 - C. Managing service sequence
 - D. Managing service composition
3. *'These valued customers usually arrive in a positive frame of mind, willing to help and give positive feedback to facilitate the service'*. The above best describes _____ customer type.
 - A. the hostage
 - B. the patient
 - C. the ally
 - D. the anarchist
4. _____ is a key activity in solving the problem for customers in hospitality operations.
 - A. Providing camaraderie
 - B. Providing feedback
 - C. Providing assurance
 - D. Providing compensation
5. The following are difficulties experienced while dealing with hospitality customers **EXCEPT**;
 - A. Acceptably slow performance.
 - B. Non adherence to social norms.
 - C. Unacceptable treatment of employees.
 - D. Demands against policy.
6. The forecast service demand is to be based on factors which include;
 - A. Average length of stay.
 - B. Catchment boundaries.
 - C. Frequency need for service.
 - D. Alternative service providers.
7. _____ is one of the ancillary services offered by hotels.
 - A. Breakfast
 - B. Food
 - C. Swimming
 - D. Turning down

8. The proper approach to service design entails;
 - A. Where customers should be headed.
 - B. Where customers should be directed.
 - C. Where customers should be received.
 - D. Where customers should be served.
9. Multiplication of knowledge is among the roles of information technology in hospitality service management which include;
 - A. Leveraging knowledge about customers.
 - B. Streamlining service.
 - C. Increasing reliability.
 - D. Facilitating communication.
10. Example of a business-to-business e-marketplace information systems in hospitality services include;
 - A. eBay.
 - B. Alibaba.
 - C. Amazon.
 - D. Google.

SECTION B: Answer ALL questions in this section (30 MARKS).

11. Explain **THREE** tools that may be effectively applied in hospitality performance improvement. (6 Marks)
12. Describe the **THREE** classification of service transactions. (6 Marks)
13. In view of service culture in hospitality operations, describe **THREE** set of key characteristics valued by hospitality organizations. (6 Marks)
14. Highlight any **SIX** main types of complains from hotel guests as a result of service failure. (6 Marks)
15. Explain any **THREE** functions of customer participation and quality in hospitality service delivery system. (6 Marks)

SECTION C; Answer any TWO questions. (30 MARKS).

16. There are striking differences between goods and services as applied in hospitality operations.
 - a) Describe '*service*' in relation to the guest as well as the server in a hospitality set-up. (3 Marks)
 - b) State **SIX** differences between goods and services. (12 Marks)
17. The hospitality industry represents an ever-growing sector that comes well within the service industry and comprises a myriad of activities. Discuss (15 Marks)
18. Berry, Parasuraman, and Zeithmal, pioneered in conducting academic service research, and offered ten lessons that they maintain are essential for improving service quality across service industries. Discuss. (15 Marks)

