



**TECHNICAL UNIVERSITY OF MOMBASA**  
***School of Humanities & Social Studies***  
DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF TECHNOLOGY IN HOTEL & HOSPITALITY MANAGEMENT

**BHH 4306: SERVICE OPERATIONS MANAGEMENT**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: JUNE/JULY 2015**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.

*This paper consists of Two printed pages*

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Define the following terms:
- i) Service operations management
  - ii) Service concept
  - iii) Service outcome
  - iv) Service value
  - v) Service experience **(10 marks)**
- b) Outline **FIVE** different types of services. **(10 marks)**
- c) Highlight challenges faced by service operation managers. **(10 marks)**

**SECTION B (Answer any TWO questions)**

**QUESTION 2**

Explain the factors to be considered in locating a hotel business. **(20 marks)**

**QUESTION 3**

Discuss different ways of managing customers as a co-producers. **(20 marks)**

**QUESTION 4**

Discuss any **FIVE** sequencing rules. **(20 marks)**

**QUESTION 5**

Discuss the role of technology in service delivery. **(20 marks)**