



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

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)**