



**TECHNICAL UNIVERSITY OF MOMBASA**

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES  
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF:**  
BACHELOR OF HOSPITALITY MANAGEMENT (**BTHM S13**)

**BHH4306: SERVICE OPERATIONS MANAGEMENT**

SPECIAL SUPPLEMENTARY EXAMINATION

**SERIES: SEPT. 2017**

**TIME: 2HOURS**

**DATE: Pick DaSEPT. 2017**

**Instructions to Candidates**

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1. You should have the following for this examination  
*-Answer Booklet, examination pass and student ID*
2. This paper consists of **FIVE** questions.
3. Section A is compulsory
4. Answer any two questions in Section B
5. **Do not write on the question paper.**

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**SECTION A (Compulsory)**

**(30 POINTS)**

**QUESTION ONE**

- a) Discuss how service operation managers build interpersonal relationships in business. (10Marks)
- b) Discuss some of the factors that influence customers' expectations. (10Marks)
- c) Discuss the role of technology in the service process design. (10 Marks)

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

**Question Two**

- a) Discuss the approaches employed by service operations managers in managing and motivating its service providers (10 Marks)

b) Discuss the Barriers to supply chain management implementation (10Marks)

**a) Question Three**

b) Demonstrate the key tactical challenges faced by service operations managers (10marks)

c) Outline the benefits that arise from improved business relationships

(10Marks)

**Question Four**

a) Demonstrate how managers can develop good customer relationships when engaging in Business to customer transactions (10Marks)

b) Demonstrate how managers can develop good business relationships when engaging in business to Business transactions (10marks)

**Question Five**

a) Discuss the benefits that arise from retaining good customers (10marks)

b) Discuss the challenges of expectation – perception approach to customer perceived service quality. (10marks)