



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM M12)

## **BHT 2302: SERVICE OPERATIONS MANAGEMENT**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2014

**TIME:** 2 HOURS

### **INSTRUCTIONS:**

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.
- ***This paper consists of Two printed pages.***

## SECTION A (Compulsory) 30 Marks

### QUESTION 1

- a) Define the following terms:
- i) Service operations management
  - ii) Service
  - iii) Service experience
  - iv) Service outcome
- (8 marks)**
- b) Describe the **FIVE** types of services giving relevant examples and unique challenges of each.
- (15 marks)**
- c) Highlight the major responsibilities of any operations manager.
- (7 marks)**

## SECTION B (Answer any TWO questions) 40 Marks

### QUESTION 2

- a) Differentiate the following classification of customers:
- i) External versus internal customers
  - ii) Intermediaries versus end users
  - iii) Payer, beneficiaries and participant.
- (14 marks)**
- b) Explain the benefits of market segmentation to an operations manager.
- (7 marks)**

### QUESTION 3

- a) Define service capacity.
- (2 marks)**
- b) Discuss the factors that make it difficult for assessment of service capacity.
- (18 marks)**

### QUESTION 4

“Perceived waiting time is greater than actual waiting”. Discuss the principles of waiting that can be used to reduce perceived waiting time in service operations.

**(20 marks)**

### QUESTION 5

Discuss the benefits of customer retention and loyalty to a hospitality firm.

**(20 marks)**