



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT  
(DTM M11)

**BHT 2302: SERVICE OPERATIONS MANAGEMENT**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2013

**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 Three printed pages.***

## SECTION A (Compulsory) 30 Marks

### QUESTION 1

- a) Explain the meaning of the following terms:
- i) Service operations management
  - ii) Service
  - iii) Service experience
  - iv) Service outcome
  - v) Service concept
- (10 marks)**
- b) With the use of examples, describe the following types of services:
- i) Business to Business (B2B) services
  - ii) Business-to-Consumer (B2C) services
  - iii) Internal services
  - iv) Public services
  - v) Not-for-Profit services
- (10 marks)**
- c) Discuss any **FOUR** types of risk a customer is likely to experience when purchasing a hospitality and tourism product.
- (10 marks)**

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

### QUESTION 2

Describe the following categories of customer classified by the behaviour or attitude:

- a) The ally
  - b) The hostage
  - c) The anarchist
  - d) The patient
  - e) The victim
  - f) The terrorist
  - g) The tolerant
  - h) The intorerant
  - i) The incompetent
  - j) The champion
- (20 marks)**

### QUESTION 3

Discuss the major challenges faced by service operations managers in hospitality and tourism.

**(20 marks)**

### QUESTION 4

Describe the means by which operations managers can manage and motivate their staff.

**(20 marks)**

## QUESTION 5

Describe the following strategies used in capacity management:

- a) Level capacity
- b) Chase capacity
- c) Demand management

**(20 marks)**