RONGO UNIVERSITY

SCHOOL OF BUSINESS AND HUMAN RESOURCE DEVELOPMENT

THIRD YEAR **FIRST** SEMESTER EXAMIANTION

(2016/2017 ACADEMIC TEAR)

FOR DEGREE IN BACHELOR OF HOTEL AND HOSPITALITY MANAGEMENT

COURSE CODE: **BHM 311**

COURSE TITLE: **HOSPITALITY OPERATIONS MANAGEMENT**

INSTRUCTIONS TO CANDIDATES:

- Answer question **ONE** and any other **THREE** questions
- Duration is 3 hours

SECTION A

1. a) Define Operations management   (2mks)
    b) Define Forecasts   (2mks)
    c) Explain the different forecasting methods used in the hospitality industry.   (6mks)
    d) Giving relevant examples, what is the scope of operations in hospitality management (10mks?)
    e) Explain the two objectives of operations Management.   (5mks)

SECTION B

2. a) Define Market research   (3mks)
    b) Outline the objectives of market research. (10mks)
    c) Explain the unique characteristics of the hospitality product and their implications in operations management. (12mks)
3. a) Describe the 5 stages of the product life cycle. (15mks)
    b) Operations management professionals make a number of key decisions that affect the entire organization. Describe the main decision areas in operations management, giving relevant examples in hospitality industry. (10 mks)
4. Mr. Y owns a 5-star hotel in Mombasa town during the months of December he goes through a peak season while during the month of January he goes through a low season thus giving him a challenge in capacity planning. You are required as the operations manager. With your knowledge in capacity planning help Mr. Obama to match demand and supply in the following situations.
    a) When supply exceeds demand (10mks)
    b) When demand exceeds supply (10mks)
    c) Explain 5 challenges faced in capacity management
5. Development of a suitable concept for a hospitality business is key to the success of a business operation. Describe the key stages in new product development in the industry. (25mks)