

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS 2016/2017 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL RESOURCE MANAGEMENT**

**BACHELOR OF HOTEL & HOSPITALITY MANAGEMENT**

**COURSE CODE: BHM 301**

**COURSE TITLE: HOSPITALITY OPERATIONS**

**DATE: 26TH JANUARY 2017 TIME: 11:00AM– 13:00PM**

**INSTRUCTIONS TO CANDIDATES**

Question **ONE** is compulsory Answer any other **THREE** questions

**QUESTION ONE: (COMPULSARY)**

1. Define the relationship between the concepts of the hospitality industry **(4 marks)**
2. Explain **TEN** types of hospitality operations **( 5Marks)**
3. Explain the various functions and services found in hospitality establishments. Discuss  **(5 marks)**
4. Elucidate the main objectives of the hospitality operations **(5 Marks)**
5. Explain the scope of the hospitality operations management **(6 Marks)**

**QUESTION TWO:**

1. Outline SIX qualities of a professional hospitality staff **(3 Marks)**
2. To ensure an establishment reaches its maximum revenue telephone etiquettes for staff is key Explain **(5 marks)**
3. With the aid of a diagram discuss the organization and staffing of a hospitality operation  **(7 Marks)**

**QUESTION THREE:**

1. Explain the characteristic of services that make the hospitality industry unique **(5 Marks)**
2. Discuss the marketing of the hospitality products **(10marks)**

**QUESTION FOUR:**

1. There are various forms of ownership in the hospitality industry. discuss **(7 Marks)**
2. Discuss the process to manage demand and forecasting and its benefit to the establishment **(8 Marks)**

**QUESTION FIVE:**

1. Discuss the Human Resources department of a hotel in detail. **(5 Marks)**
2. Assume you’re the executive controller in a FIVE-star hotel discuss the measures you’ll put in place to ensure the financial health of the hotel is elevated  **(9 Marks)**

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