



**ALUPE UNIVERSITY**  
**COLLEGE**  
*Bastion of Knowledge...*

P. O.Box 845-50400 Busia(K)  
principal@auc.ac.ke  
Tel: +254 741 217 185  
+254 736 044 469  
off Busia-Malaba road

**OFFICE OF THE DEPUTY PRINCIPAL**

**ACADEMICS, STUDENT AFFAIRS AND RESEARCH**

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# **UNIVERSITY EXAMINATIONS**

## **2019/2020 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER REGULAR EXAMINATION**

**FOR THE DEGREE IN HOTEL AND HOSPITALITY**

**MANAGEMENT**

**COURSE CODE: BHM 311**

**COURSE TITLE: HOSPITALITY OPERATIONS**

**MANAGEMENT**

**DATE: TIME: 3HOURS**

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**INSTRUCTIONS TO CANDIDATES**

- SEE INSIDETHIS PAPER CONSISTS OF 2 PRINTED PAGES PLEASE TURN OVER

**REGULAR EXAM**

**BHM 311 HOSPITALITY OPERATIONS MANGEMENT**

**STREAM: SBE (HOSP)**

**DURATION: 3HOURS**

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**INSTRUCTIONS TO CANDIDATES**

- i) *Answer question ONE and any other TWO questions*
- ii) *Do not write on the question paper*

1a i) Define Hospitality operations and explain how it relates to the hospitality industry (5marks)

ii) Identify and briefly discuss the two main objectives of hospitality operations. (5marks)

b) Hospitality operations is an activity that encompasses processes that help to run the hospitality organizations. Identify and discuss the scope of hospitality operations and indicate how they affect these operations. (10marks)

c i) Explain the meaning of value chain in operations management (2marks)

ii) Discuss the primary value chain activities of operations management. (8marks)

2 a) Discuss porters ideas /drivers on uniqueness in the value chain (10marks)

b) Discuss the multiple activities of operations management. (10marks)

3a) Smart hotel technologies offers a variety of cost saving and revenue opportunities that assist hospitality establishment to maximize on profits. Discuss five (5) ways in which technology can reshape the hotel industry. (10marks)

b) Identify the functions of management and briefly explain how these functions assist in managing operations in the hospitality industry. (10marks)

4a i) Outline and explain six (6) quality components in the hospitality industry. (6marks)

ii) Briefly elaborate the importance of maintaining quality service in the hospitality industry (4marks)

b) Discuss the following quality models and how they are used to measure quality in the hospitality sector

i) Five gap Model ii) SERVQUAL model

(6marks)

5a) Using a diagram, illustrate the concept of market research and concept development that operations managers can use in their managerial activities. (10marks)

b) Identify and explain the activities that go on in the various stages of the guest hotel cycle. (10marks)