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... Bastion of Knowledge ...

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OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, STUDENT AFFAIRS AND RESEARCH

UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER MAIN/REGULAR EXAMINATION

FOR THE DEGREE IN HOTEL AND HOSPITALITY MANAGEMENT

COURSE CODE: BHM 311

COURSE TITLE: HOSPITALITY OPERATIONS MANAGEMENT

DATE: 25TH JANUARY, 2022

TIME: 9.00AM – 12.00PM

INSTRUCTIONS TO CANDIDATES

- **SEE INSIDE THIS PAPER CONSISTS OF 2 PRINTED PAGES** **PLEASE TURN OVER**

MAIN/REGULAR EXAM

BHM 311 HOSPITALITY OPERATIONS MANAGEMENT

STREAM: SBE (HOSP)

DURATION: 3HOURS

INSTRUCTIONS TO CANDIDATES

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

Question One

- a) Explain the scope of hospitality operations. (5marks)
- b) Discuss the multiple activities of operations management. (5marks)
- c) Elaborate on Two (2) main objectives of operations management. (5marks)
- d) Outline and briefly explain the control function of in hotel operation activities. (5marks)
- e) Explain the steps to be followed when making decisions that affect hotel operation activities. (10marks)

Question Two

- a) Discuss **five (5)** ways in which smart technologies can reshape the hotel industry. (10marks)
- b) Enumerate on any five (5) functions of the hotel operations manager. (10marks)

Question Three

- a) The strategic planning process serves as an umbrella over the management planning process.
Discuss. (10 marks)
- b) By managing time well. Managers are able to solve problems quickly. Outline and briefly discuss guide lines for scheduling time. (10 marks)

Question Four

- a) The process of staff selection involves evaluating candidates and choosing the best candidate for a specific job. Discuss the guidelines to be followed for the job interview. (10 marks)

b) Discuss the advantages of using oral interviews to evaluate candidates seeking to fill a specific post in an organization (10marks)

Question Five

a) Discuss **four (4)** models for measuring quality in the hospitality industry. (10marks)

b) Explain how ICT can help improve in running the operations in the hospitality sector (10marks)