



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)
University Examinations for 2015/2016 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FIRST SEMESTER EXAMINATION FOR DEGREE IN BACHELOR OF SCIENCE IN HOSPITALITY & TOURISM MANAGEMENT

SHT 404: TRENDS IN HOSPITALITY OPERATIONS

DATE: 5/8/2016

TIME: 8:30 – 10:30 AM

INSTRUCTIONS.

Answer Question One And Any Other Two Questions

SECTION A: COMPULSORY (30MKS)

1. (a) Define the following terms as used in the hospitality industry.(2 marks)
 - (i) Operations management
 - (ii) Revenue management
- (b) Differentiate between a hotel revenue centre and a cost centre. (2 marks)
- (c) Enumerate four complications of managing a service operation (4 marks)
- (d) State five roles of an operations manager. (5 marks)
- (e) Explain three ways that a hotel manager can approach the impact of variability and volatility of capacity and demand for customers. (6 marks)
- (f) Outline six steps to ensure quality service in hospitality operations (6 marks)
- (g) State five qualities of a good forecast . (5 marks)

2.
 - (a) Discuss five ethical dilemmas that hospitality managers face today (10 marks)
 - (b) Explain five performance objectives that a hotel manager should aim to meet. (10 marks)
3.
 - (a) Define CSR. (2 marks)
 - (b) You are the director of a five star hotel. Analyse the impact that CSR activities would impact your organization's business performance. (18 marks)
4.
 - (a) Discuss five major challenges confronting the hotel industry today. (15 marks)
 - (b) With use of examples, describe five qualitative techniques that managers in hospitality organizations may use in forecasting (5 marks)
5.
 - (a) Explain five concerns of food and beverage operations. (10 marks)
 - (b) Enumerate ten organizational variables in food service operations (10 marks)