MACHAKOS UNIVERSITY

University Examinations for 2024/2025 Academic Year

SCHOOL OF BUSINESS, ECONOMICS, HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY AND TOURISM

THIRD YEAR FIRST SEMESTER EXAMINATION FOR DEGREE IN BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

SHT302: SERVICE MANAGEMENT

DATE: **TIME:**

INSTRUCTIONS:
*Answer question **ONE (Compulsory)** and **any other TWO** questions*

QUESTION ONE (30 MARKS)

a) Explain TWO driving forces behind the growth of services in Hospitality and Tourism industry. (4 Marks)

b) Describe FOUR categories of services in Hospitality and Tourism industry. (4 Marks)

c) Highlight FOUR ways in which the Service Industry is divided. (4 Marks)

d) Outline FIVE personal elements Service depends on that is provided by employees. (5 Marks)

e) Describe THREE reason why Hospitality product is considered personal. (6 Marks)

f) Describe the SEVEN components that the service business design should address. (7 Marks)

QUESTION TWO (20 MARKS)

a) Describe SEVEN characteristics of Service in Hospitality and Tourism Industry. (14 Marks)

b) The Service depends on personal elements provided by employees such as Friendliness, Speed, Attitude, Professionalism and Responsiveness. Explain what the customer consider in the service element mentioned above. (6 Marks)

QUESTION THREE (20 MARKS)

Discuss the understanding of customer delivery system as applied in Hospitality and tourism system.

QUESTION FOUR (20 MARKS)

a) Define the service package in Hospitality and Tourism Industry. (2 Marks)

b) Explain the FIVE features service package in Hospitality and Tourism Industry. (10 Marks)

c) Explain any FOUR service concept of McDonald's food store. (8 Marks)

QUESTION FIVE (20 MARKS)

a) Explain factors that influence the pricing of service in Hospitality Tourism Industry. (10 Marks)

b) Describe FIVE benefits the service design aim to create in the Hospitality and Tourism Industry. (10 Marks)