

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS 2015/2016 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS**

**BACHELOR OF HOTEL & HOSPITALITY MANAGEMENT**

**COURSE CODE: BHM 301**

**COURSE TITLE: HOSPITALITY OPERATIONS**

**MANAGEMENT**

**DATE: 26TH AUGUST, 2015 TIME: 11.00AM – 1.00PM**

**INSTRUCTIONS TO CANDIDATES**

Question **ONE** is compulsory

Answer any other **THREE** questions in Section B

***This paper consists of 2 printed pages. Please turn over.***

**Case Study (Use to answer question one part A)**

Almost all organizations will say that they listen to their customers and find out what they want before they design products and services. However, some experts think that most organizations do not go anywhere near far enough in giving customers real influence over the final design.

Rather than design for customers, increasingly design is being carried out with customers, or even by customers. There are many opportunities for customers to contribute. For example, some of the 100,000 and more visitors at the Boeing Tour Centre in Everett, Washington contribute to the design of Boeing aircraft interiors. Boeing has teamed up with Teague, a Seattle firm that designs Boeing airplane interiors, to establish the Passenger Experience Research Centre adjacent to the normal tour centre. ‘The purpose of the research is twofold,’ says the company. ‘To influence the design of airplane interiors with input from actual users and to provide our airline customers with valuable information that will help them select their interiors. We like to do this kind of research to find out what passengers prefer rather than designing interiors according to what we think passengers might want.’ After being measured in an outer lobby, participants are given hand-held remote-control devices and shown to their assigned airplane seats. A survey is shown on the screen at the front of the cabin and participants answer a series of multiple-choice questions, submitting their answers using the remote control. ‘It’s not hard to get volunteers,’ says the company. ‘People are happy to have a chance to make their preferences known.’

**QUESTION ONE (25mks)**

1. i). Discuss the advantages and disadvantages of involving customers this closely in the design process **(6mks)**

ii). Explain how providers of hotel ‘products and services’ adopt this idea **(5mks)**

**b).** Describe the characteristics of the hospitality product and their implications in operations management **(6mks)**

**c).** Using relevant industry examples**,** discuss the planning uncertainties that operations management are likely to face **(4mks)**

**d).** Explain the costs/benefits associated with holding inventory **(4mks)**

**QUESTION TWO**

Discuss theories underpinning operations management in the hospitalityIndustry **(15mks)**

**QUESTION THREE**

Throughout a business, operations management influences and establishes multiple activities. Discuss **(15mks)**

**QUESTION FOUR**

**a).** Discuss the importance of forecasting in the hospitality industry

**(6mks)**

**b).** An organization is a system of consciously coordinated activities or forces of two or more persons. Describe the new organization trends in hotel industry **(9mks)**

**QUESTION FIVE**

Management of demand is an important consideration in the hospitality industry. Discuss demand states. **(15mks)**