

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 302**

**COURSE TITLE: HOSPITALITY SERVICE**

**MANAGEMENT**

**DATE: 28TH AUGUST, 2015 TIME: 11.00AM– 13.00PM**

**INSTRUCTIONS TO CANDIDATES**

Question **ONE** is compulsory

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

***This paper consists of 3 printed pages. Please turn over.***

**The Angry Consumer**

**The Setup:**

A woman calls a carpet cleaning company to utilize a special coupon she received in the mail to clean three carpets at a discounted price. The appointment is set and the cleaning crew arrives on time and gets to work while the woman heads off to run some errands. Upon returning home, the crew is gone and as she wanders through the areas cleaned, she notices a large yellow stain the crew was unable to remove. She calls the owner of the carpet cleaning company and begins to scream—immediately.

Woman: “I’ve been cheated and who even knows how long your crew was here? They didn’t even clean the carpets correctly—I still have a huge yellow stain on one carpet! I will never recommend your company—you don’t do what you promise.”

Owner: “Ma’am I’m sorry you’re unhappy but maybe you should have stayed onsite to make sure the job was done to your satisfaction?”

Woman: “So it’s my job to make sure your crew cleans carpets correctly?”

Owner: “My crews are all great and I’m sure the stain could have never been removed! Do you have a pet? Did your pet have an accident on the area you mention?”

Woman: “What? Your ad said 100 percent satisfaction guaranteed!”

Owner: “Well it was a discount coupon and if you read the back of the coupon it does state the coupon is only good for one visit.”

Woman: “You gotta be kidding me,” and hangs up very unhappy. She even shelled out the money at all, grumbling*, I should have rented one of those machines myself!*

**QUESTION ONE**

1. In your own opinion, was the lady justified in complaining about the service? **(4 mks)**
2. Discuss the ways that the owner of the cleaning company could have handled the situation better.  **(5 mks)**
3. Outline some of the possible consequences of “You gotta be kidding me, *I should have rented one of those machines myself!*” **(6 mks)**
4. Discuss the importance of the work “carpet cleaning company” to the economy. **(10 mks)**

**QUESTION TWO**

1. Discuss the service design elements a hospitality practitioner can utilize in developing new services. **(10mks)**

b) Using examples of scenarios, discuss how the customer can be a co-producer of hospitality products  **(5mks)**

**QUESTION THREE**

a) What is meant by the “service encounter”?  **(3mks)**

b) Technology can be utilized to improve the service encounter. Discuss. **(12mks)**

**QUESTION FOUR**

“A comprehensive view of the service system is necessary to identify the possible measures of service quality”. Discuss the statement with regards to the scope of service quality. **(15mks)**

**QUESTION FIVE**

a) The seasonality of demand in the tourism and hospitality industry presents businesses with challenges of matching capacity to demand. Discuss some of the methods hotels businesses can use to curb these challenges. **(7mks)**

1. By using examples, discuss how waiting lines are inevitable and ways of managing them.  **(8mks)**