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MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

**FIRST YEAR SECOND SEMESTER EXAMINATIONS
FOR THE DEGREE OF MASTER OF SCIENCE IN
HOTEL AND INSTITUTION MANAGEMENT**

CITY CAMPUS - REGULAR

SEH 806: HOSPITALITY OPERATIONS MANAGEMENT

Date: 8th February, 2018

Time: 9.00 - 12.00pm

INSTRUCTIONS:

- Answer ANY THREE Questions.
- Answer All questions in the booklet provided



(ii) Answer All questions in the booklet provided

Question one

You are analyzing the operations management effectiveness of a high end hotel establishment. Please expound on all the Key Performance Indicators (KPIs) that should guide you and what are the industry trends for each.

(20 marks)

Question two

Prepare short notes to a new hotel investor who is yet to make a decision on the use of Property Management Systems for his 200 keys hotel. Advise him/ her on all the modules and how they help a hotel operate effectively. (20 Marks)

Question three

Why is selling a service rather than a product a big challenge? How does a hospitality industry player circumvent this challenge? (20 marks)

Question four

Discuss the major elements of a production system and how various Control systems can be used to monitor and report Hospitality Operations (20 Marks)

Question Five

Discuss the five basic forms of transformation systems highlighting advantages and disadvantages of each system? (20 marks)

END
