



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

THIRD YEAR, FIRST SEMESTER

SCHOOL OF NATURAL RESOURCES, TOURISM

HOSPITALITY

BACHELOR OF HOTELS & HOSPITALITY

MANAGEMENT

COURSE CODE: BHM 3104

COURSE TITLE: HOSPITALITY SERVICES

MANAGEMENT

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** compulsory and any other **TWO** questions

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

Section A: Compulsory

Question One

- I. Differentiate the following terms as used in globalization of services
(2mks)
 - Global strategy
 - Transnational strategy
- II. Describe any FIVE benefits of Franchising to the franchisee?
(5 marks)
- III. a) Briefly explain the THREE logics used in service management.
(6 marks)
b) Explain any THREE customer behaviors in waiting lines.
(6 marks)
- IV. Explain FIVE emotional and behavioral responses to satisfaction.
(6marks)
- V. Briefly explain on the FIVE strategies for managing customer waiting.
(5marks)

SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)

Question Two

- a) Explain any FIVE peculiarities of services? (5 marks)
- b) With the aid of a diagram and a choice of any service in the hospitality business, draw a service blueprint and clearly indicating service design elements. (15 marks)

Question Three

- a) Using a diagram, discuss the service encounter triad. (15 marks)
- b) List any FIVE system performance benefits queuing analysis can obtain. (5 marks)

Question Four

- a) Discuss the 5 Gaps in service quality model. (20marks)

Question Five

- a) Discuss the FOUR relationship marketing strategies that hospitality organizations can adopt for their operations. (8 marks)
- b) Briefly any SIX costs and benefits of complaining giving examples where necessary. (12marks)