



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
THIRD YEAR, FIRST SEMESTER**

**SCHOOL OF NATURAL RESOURCES, TOURISM
HOSPITALITY
BACHELOR OF HOTELS & HOSPITALITY
MANAGEMENT**

**COURSE CODE: HHM 3127-1
COURSE TITLE: HOSPITALITY SERVICES
MANAGEMENT**

DATE: 15TH DECEMBER, 2022

TIME: 1430-1630

INSTRUCTIONS TO CANDIDATES

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

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

Section A: Compulsory

Question One

- I. Explain briefly any Five characteristics that a high skill careers in the 21st century will exhibit. (5marks)
- II. Differentiate between customer service experience vs business service experience? (4 marks)
- III. Describe four unique challenges for service innovation. (4 marks)
- IV. Explain any THREE customer behaviors in waiting lines. (3 marks)
- V. Explain four expectations and attitudes of customers in a service encounter. (4 marks)

Section B: answer any TWO

Question Two

- a) 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) Discuss the success factors influencing various types of service encounters. (15 marks)

Question Four

- a) Elucidate on the five dimensions of service quality with an example of hotel industry. (10marks)
- b) Identify any five reasons for the existence of gap 3 (conformance gap) and their possible solutions. (5marks)

Question Five

- a) with examples discuss porters five force model for a service industry. (12 marks)
- b) Differentiate between service qualifiers, service winners and service losers (3marks)

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