ALUPE UNIVERSITY COLLEGE

...Bastion of Knowledge...

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OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, STUDENT AFFAIRS AND RESEARCH

UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER REGULAR EXAMINATION

FOR THE DEGREE IN HOTEL AND HOSPITALITY

MANAGEMENT

COURSE CODE: BHM 312

COURSE TITLE: HOSPITALITY SERVICES

MANAGENENT

DATE: 15TH MARCH, 2021　　　　　　　　**TIME: 2pm- 5pm**

INSTRUCTIONS TO CANDIDATES

- SEE INSIDE
- THIS PAPER CONSISTS OF 2 PRINTED PAGES　　　PLEASE TURN OVER

REGULAR EXAM
BHM 312: HOSPITALITY SERVICES MANAGEMENT

STREAM: BHH   **DURATION: 3HOURS**

INSTRUCTIONS TO CANDIDATES
i) *Answer question ONE and any other TWO questions*
ii) *Do not write on the question paper*

QUESTION ONE   **(30 MARKS)**

The increasing importance and growth of hospitality services as a major global industry has been of interest to academics and practitioners alike. Today, firms compete on the basis of services provided, not on the basis of physical products. In view of the statement above;

a) Highlight the hospitality operations activities that make this field service oriented.

(4 Mark)

b) Explain why firms (including hospitality) compete on the basis of services provided, not on the basis of physical products.   (2 Marks)

c) For the reason in b) above, there is general agreement that the only acceptable performance standard for a service organization is _____, a concept that was developed by _____.   (2 Marks)

d) The concept of service has received much attention by scholars worldwide in order to enable us understand the subject in breadth.

   i.   Explain the meaning of 'service' in relation to William L. Stanton (1974).

(2 Marks)

   ii.   State the issues addressed by William L. Stanton (1974) definition in d) i) above.

(5 Marks)

e) Hospitality service involves guarantees, complaints and service recoveries;

   i.   Describe what guarantees, complaints and service recovery are as applied in hospitality services management.   (6 Marks)

   ii.   In relation to the three functions in f) i) above, highlight **SIX** key questions elicited for effective management of hospitality services.   (3 Marks)

   iii. State any **THREE** examples of service recovery strategies that you may apply in restaurant food and beverage service.   (3 Marks)

QUESTION TWO (20 MARKS)

There are striking differences between goods and services as they are applied in hospitality operations.

a) Discuss the differences between goods and services in relation to hospitality operations.

(12 Marks)

b) Explain the classification of hospitality services in relation to the way these services are transacted. (8 Marks)

QUESTION THREE (20 MARKS)

Besides the basic characteristics common to all services, there are some other features that are particularly relevant to travel and tourism and hospitality services.

a) Explain the perishability characteristics applicable to travel and tourism and hospitality services. (10 Marks)

b) Given to the characteristics of the travel, tourism and hospitality services as mentioned in a) above, there is an immense need to devise unique marketing approaches that need to be implemented in tourism and hospitality industry for better competitive position. Discuss.

(10 Marks)

QUESTION FOUR (20 MARKS)

Customers are an important asset of not only hospitality organization, but all business firms engaged in the production, sales and service cycle.

a) Discuss the possible categories of hospitality organization customers' classification on the basis of behavior and/ or attitude. (10 Marks)

b) State the difficulties most likely experienced by hospitality professionals in dealing with customers. (10 Marks)

QUESTION FIVE (20 MARKS)

While queuing theory can be used to calculate the number of servers required to meet forecast demand, resource constraints and forecast inaccuracy invariably mean that hospitality operations managers need to look for other ways to minimize the impact of queuing on their customers. It has been shown that not only does dissatisfaction with the wait increase with waiting time (Katz *et al*. 1991) but also dissatisfaction with the service as a whole. In view of the statement above, explain the **TEN** principles of waiting.

(20 Marks)

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