

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA & EMBU CAMPUS

**EXAMINATION FOR THE AWARD OF
DIPLOMA IN TOURISM AND HOTEL MANAGEMENT**

DTHM 0271: SERVICE OPERATIONS MANAGEMENT

STREAMS: DTHM Y2S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 09/08/2019

11.30 AM – 1.30 PM

INSTRUCTIONS:

- **Answer ALL Questions in Section A and any other Two in Section B**
- **Do not write anything on the question paper**

SECTION A: 30 MARKS

1. Briefly explain four types of services in relation to hospitality industry. [4 marks]
2. Explain the difference in meaning of the term service from the customers and organizations point of view. [4 marks]
3. Describe briefly the benefits of good service operations management in a tour company. [5 marks]
4. Explain any five strategies that you would apply to cope with increasing demand in a busy hotel. [5 marks]
5. Describe three benefits of service facility atmosphere in a named restaurant. [6 marks]
6. Describe the customer experience and service outcomes for a fast-food restaurant. [6 marks]

SECTION B: 30 MARKS

7. (a) Describe six strategies that service operations managers may use to improve the organizations relationship with its customers. [8 marks]
- (b) Describe the impacts of customer dissatisfaction to an organization. [12 marks]
8. (a) Describe five elements of service quality. [10 marks]
- (b) Explain the need for quality control in tourism and hospitality service sector. [10 marks]
9. Discuss the strategies for addressing the challenges that arise from the service characteristics. [20 marks]
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