
CHUKA



UNIVERSITY

SUPPLEMENTARY / SPECIAL EXAMINATIONS

**FORTH YEAR EXAMINATION FOR THE AWARD OF BACHELOR OF OF
BACHELOR OF HOTEL MANAGEMENT**

BCHM 475: STRATEGIC SERVICE DESIGN

STREAMS: (BHM, Y4 S2)

TIME: 2

HOURS

DAY/DATE: WEDNESDAY 18/11/2020

2.30 P.M – 4.30 P.M.

INSTRUCTIONS:

- Answer all questions in Section A and Any other two in Section B.
- Do not write anything on the question paper
- Cheating is not allowed

SECTION A: 30 MARKS

1. Briefly describe the main levels of services innovation (5 marks)
2. Briefly highlight the main challenges facing services development (5 marks)
3. Briefly explain the overall strategies applied in new service development in the Hospitality industry. (5 marks)
4. Briefly explain the main features of a services system design matrix (5 marks)
5. Describe the value of experimentation in new service development (5 marks)
6. Highlight the utility of technology in machine process control (5 marks)

SECTION B: 40 MARKS

7. Discuss the main features of an universal service design (20 marks)

8. Explain the methods of new service implementation (20 marks)
 9. Discuss the importance of knowledge management during hospitality services development (20 marks)
-