

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF HOTEL MANAGEMENT

BCHM 475: STRATEGIC SERVICE DESIGN

STREAMS: BCHM Y4S2

TIME: 2 HOURS

DAY/DATE: TUESDAY 14/04/2020

11.30 AM – 1.30 PM

INSTRUCTIONS:

- **Answer ALL Questions in Section A**
- **Choose Two Questions in Section B**
- **Do not write anything on the question paper**
- **Cheating is not allowed**

SECTION A (30 MARKS)

1. Briefly describe the main elements of the service production process. [5 marks]
2. Briefly highlight the hindrances faced in creation of universal service designs. [5 marks]
3. Briefly describe the technology adoption life cycle. [5 marks]
4. Using a well labeled diagram, describe the process of measuring technology change. [5 marks]
5. How is the queuing theory applied in process scheduling management? [5 marks]
6. Describe the value of method cards in creation of innovative services. [5 marks]

SECTION B: 40 MARKS

7. Experimentation has been used by various hotels in their design of innovation processes. How can service designers evaluate the efficiency of the processes in progress.

8. Explain the main types of projects using the process innovation map. [20 marks]
9. Low land hotel in Chuka has faced immense competition from similar hotels in Upper Eastern, Kenya. The operations manager has been handicapped of developing a better system design for enhancing productivity. Discuss how this hotel can use service system design matrix and a development option. [20 marks]
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