



UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF HOTEL
MANAGEMENT**

BCHM 371: HOSPITALITY CHAIN OPERATIONS MANAGEMENT

STREAMS: BCHM Y3S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 18/12/2024

8.30 A.M – 10.30 A.M

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. Explain how formation of hospitality chain operations is driven by hospitality product life cycle. (6 marks)
2. Explain features that are common in affiliated hospitality properties. (6 marks)
3. Explain six specific terms that must be included in a typical franchise agreement. (6 marks)
4. A franchisor is a supplier in any franchise business model. Justify this statement. (6 marks)
5. Explain three business models that franchisors can use to expand their enterprises. (6 marks)

SECTION B: (40 MARKS)

6. Justify reasons behind some hospitality operators choosing to run as independent properties, despite lucrative opportunities in chain operations. (20 marks)
7. a) Explain three dimensions of performance that modern hospitality chain managers are keen to report. (12 marks)
- b) 'Franchising is a low cost expansion strategy'. Explain this statement. (8 marks)

8. Examine how globalisation has fuelled growth of international hotel corporations.

(20 marks)
