

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

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

**BCHM 352: HOTEL PRODUCTION AND OPERATIONS MANAGEMENT**

**STREAMS: BCHM 351 Y3S2**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 17/12/2024**

**2.30 P.M. –4.30 P.M.**

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**INSTRUCTIONS:**

- Answer **ALL** questions in **SECTION A** and **Any Two** in **SECTION B**.
- Do not write anything on the question paper.

**SECTION A: 30 MARKS**

1. Promotion concerns the manner in which service experiences are advertised to guests. Discuss **TWO** key considerations that hotels should make with respect to promotional activities. **(6Marks)**
2. Using a well-labelled service nature matrix explain how a service acts upon an object to achieve a result. **(6Marks)**
3. Explain any **THREE** inventory controls that help hospitality managers to match supply to demand in order to maximize revenues. **(6Marks)**
4. Justify **THREE** techniques used to manage demand in hospitality operations. **(6Marks)**
5. Villa Verona Hotel requires every room attendant to take 25 minutes to clean one guestroom. The Hotel operates 8-hour shift, two 20-minute breaks and one 35-minute meal break. In addition, Villa Verona Hotel functions on 15-minute setup and 15-minute breakdown. Calculate the number of rooms to be cleaned per shift per room attendant. **(6Marks)**

**SECTION B: 40 MARKS**

6. a) Discuss **FOUR** characteristics of hospitality demand and supply using well labelled figure. **(12Marks)**
- b) In various departments within the hospitality industry, there will be times during a shift where the employee is idle or not necessarily performing tasks to the job. Explain **FOUR** flexible schedule techniques that can be utilized by hotel to be more efficient with the dollars spent for labor. **(8Marks)**
7. a) Use a table to classify internal and external factors that need to be taken into account when forecasting for a hospitality operation. **(10Marks)**
- b) Justify **FIVE** steps for constructing customer experiences using Schmitt's (2003) Customer Experience Management framework. **(10Marks)**
8. a) Discuss **SIX** characteristics that make yield management to be successful in the hospitality industry. **(12Marks)**
- b) Acacia Hotel has 150 rooms available on a specific night with rack rate of \$225. On a particular night, Acacia Hotel sold 60 rooms at the maximum rate of \$150 and a further 45 rooms at \$180. Calculate the hotel's **yield statistic** and **actual yield**. **(8Marks)**
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