



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS AND ECONOMICS**  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR IN INTERNATIONAL TOURISM**  
**1<sup>ST</sup> YEAR 2nd SEMESTER 2017/2018 ACADEMIC YEAR**  
**MAIN**

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**COURSE CODE: BITM 3122**

**COURSE TITLE: BUSINESS TOURSOM OPERATIONS**

**EXAM VENUE: MAIN**

**STREAM: BACHELORS**

**DATE:**

**EXAM SESSION:**

**TIME: 2 HOURS**

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Instructions:

1. Answer question **ONE (Compulsory)** and any other 2 questions
2. Candidates are advised not to write on the question paper
3. Candidates must hand in their answer booklets to the invigilator while in the examination room

1. a) Define the following terms

i) Business tourism

ii) Operations management

iii) Business tourism operations

iv) Hospitality

(4 marks)

b) List at least 8 key sectors of tourism in Kenya (8 marks)

c) What factors should be considered to realize success in the food and beverage trade industry?(2 marks)

d) Explain the significance of a formal organizational structure? ( 3 marks)

e) Describe the job description of hospitality professionals?(7 marks)

f) List at least 4 important departments in a tourism and hospitality business?(6 marks)

2. a) Mr.Kimani works in the marketing department and apart from being responsible for identifying customer needs and creating tourism products to satisfy them, he is also involved in other activities. List and explain other activities Mr.Karanja is expected to carry out in the marketing department (6 marks)

b) Describe the roles and responsibilities of the following departments:

i) Procurement department

ii) Human resource department

iii) Sales department (9 marks)

3.a) Define service culture (2 marks)

b) As a manager in a large tourism business firm, describe the steps to follow in developing a service culture (8 marks)

c) Describe the characteristics of service culture as a product (5 marks)

4.. a) Define quality management (1 mark)

b) List the 4 main elements of quality management (4 marks)

c) Briefly describe the management styles used by managers in the tourism service businesses (10 marks)

5. a) List the 8 key principles that you would attach your management system on as a manager of Sarova hotels in Kenya(8 marks)

b) Describe the challenges to quality management experienced by managers in tourism businesses (7 marks)