MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

FACULTY OF AGRIBUSINESS

DEPARTMENT: TOURISM AND HOSPITALITY

MODULE: HOTEL AND INSTITUTIONAL MANAGEMENT

CODE: THMA213

SESSIONAL EXAMINATIONS
NOVEMBER/DECEMBER 2022

DURATION: 3 HOURS

EXAMINER: Dr R BAIPAI

INSTRUCTIONS

1. *Answer **any four** questions*

2. *Each question carries 25 marks*

3. *Total marks 100*

QUESTION 1

a. Summarize the personal causes of high labour turnover in hotels. [10 marks]

b. Comment on the effects of high labour turnover to hotel operations.

[15 marks]

QUESTION 2

a. Differentiate conflict management and conflict resolution. [4 marks]

b. Explain any three (3) conflict resolution strategies that hotel managers can adopt. [6 marks]

c. Evaluate the long-term coping methods for conflict resolution giving reference to a hotel setup. [15 marks]

QUESTION 3

Sexual, racial and other forms of harassment may create a devastating impact on individuals affected and can lead to a severe loss of morale and efficiency.

Justify the above assertion in relation to hotel operations. [25 marks]

QUESTION 4

a. Explain the following terms

   i. Non-verbal cues [2 marks]

   ii. Service blueprints [2 marks]

   iii. Moment of truth [2 marks]

   iv. Role play [2 marks]

   v. Emotional labour [2 marks]

b. Analyse the importance of service recovery in hotel management.[5 marks]

c. Outline service recovery strategies that hotel managers can adopt.[10 marks]

QUESTION 5

a. Distinguish between quality assurance and quality control.   [5 marks]

b. As the quality manager in a hospitality facility, discuss how you would ensure quality standards are maintained.   [20 marks]

QUESTION 6

a. Outline any five (5) pricing techniques that hotel managers can use to price the hotel products.   [10 marks]

b. With reference to any hospitality establishment of your choice, evaluate any three (3) revenue improvement strategies being used to increase profitability.

    [15 marks]

--------------END OF EXAMINATION---------------