

**Uva Wellassa University**

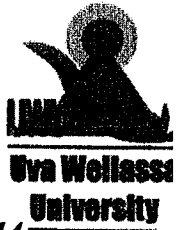
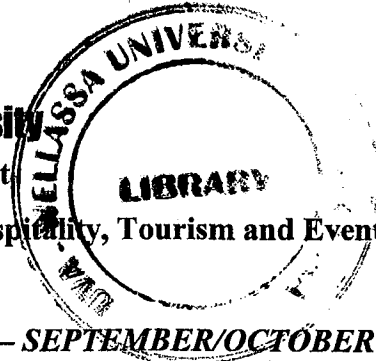
Faculty of Management

Degree of Bachelor of Business Management in Hospitality, Tourism and Events

Management

**THIRD YEAR SECOND SEMESTER EXAMINATION – SEPTEMBER/OCTOBER 2014**

**HTE 324-2 Material Management in Tourism**



**Instructions to candidates:**

No. of pages : Three (03)  
No. of questions : Five (05)  
Time : Two (02) Hours  
Marks allocated : Hundreds (100 Marks)  
Answer any four (04) questions.

1)

a) Define Material Management.

(03 Marks)

b) Explain five (05) objectives that can be achieved through Material Management Process.

( 10 Marks)

c) Explain the Material Management Processes in the following departments of a hotel.

I. Kitchen Department (04 Marks)

II. Housekeeping Department (04 Marks)

III. Resturant and Bar (Food & Beverage Department) (04 Marks)

2)

a) Describe three (03) types of purchasing with related examples to the Tourism field.

( 06 Marks)

b) "Purchasing Manager is responsible for acquiring raw materials at low price with the expected quality to smoothly carry out the operation of an organization". Explain the role of a Purchasing Manager.

(06 Marks)

c) "Selecting a supplier is becoming a strategic in modern context and it is an important process of an organization. But, in the past, supplier selection focused on the quality aspects of the purchasing items". Do you agree? Justify your answer with related examples from tourism industry.

(07 Marks)

d) Differentiate external risk and internal risk for supply chain in Tourism Industry.

(06 Marks)

3)

a) Briefly explain the roles of transportation in Logistics Management in Tourism.

(05 Marks)

b) Briefly explain five (05) factors affect the choice of distribution channels.

(10 Marks)

c) A distribution channel of distribution includes Producer, Consumer as well as many middlemen. Hence, different structures are available in many forms. Explain four (04) channel structures with examples from Sri Lankan Tourism Industry.

(10 Marks)

4)

a) Describe four (04) principles of operating a warehouse.

(10 Marks)

b) Explain the following concepts of warehousing with one example for each.



- I. Consolidation (03 Marks)
- II. Break bulk warehouse (03 Marks)
- III. Cross dock warehouse (03 Marks)
- IV. Postponement (03 Marks)
- V. Stockpiling (03 Marks)

5)

a) "Good customer service equals to commercial survival, job security and good self image". Explain briefly.

(07 Marks)

b) Customer complaints should be handled carefully, since it benefits to the organization.

I. Explain three (03) benefits proper handling of customer complaints.

(06 Marks)

II. Briefly explain the steps of handling customer complaints in a hotel.

(06 Marks)

c) Many organizations in Tourism Industry use Material Management strategies based on Time, Relationship, Technology and Assets. Explain any two (02) of them briefly.

(06 Marks)