



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

**FIRST YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR
HOSPITALITY AND TOURISM MANAGEMENT**

HTM 106: SERVICES MANAGEMENT IN HOSPITALITY AND TOURISM

DATE:

TIME:

INSTRUCTIONS TO CANDIDATES

Answer Question One and Any Other Two

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define a service (1 marks)
- b) Describe five characteristics of service, giving examples of each (10 marks)
- c) Outline the six-dimensional aspects used to measure quality (5 marks)
- d) State five principals used to manage complaints (5 marks)
- e) Describe the two approaches that can be used for service innovation (4 marks)
- f) Explain two types of management systems that improve on quality at the hotel. (5 marks)

QUESTION TWO

- a) For a hotel to achieve customer satisfaction, the management needs to fill in the gaps experienced by customers. Describe five gaps experienced by customers, showing how they can be filled (10 marks)
- b) Using the three components of a service, show how they impact on the accommodation product (10 marks)

QUESTION THREE

- a) Discuss how Quality Function Deployment can be used to ensure that service meets customer needs. Give four examples. (8 marks)
- b) Explain seven challenges faced by managers while managing customer satisfaction. (7 marks)
- c) Describe ways that you would know that a customer is not satisfied with your service (5 marks)

QUESTION FOUR

- a) Describe the concept of 'moment of truth', and explain how it can be used to design a service (10 marks)
- b) Waiting for a service has an effect on cost. Explain five economic costs of waiting (5 marks)
- c) Describe ways that waiting can be made interesting. (5 marks)

QUESTION FIVE

- a) Design a blueprint for reservation and check-in process (10 marks)
- b) You are the manager at Sunshine hotel, discuss ways you would ensure delivery of quality service to your guests. (10 marks)