



# **MACHAKOS UNIVERSITY**

**University Examinations 2019/2020 Academic Year**

**SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT**

**DEPARTMENT OF HOSPITALITY MANAGEMENT**

**SECOND YEAR FIRST SEMESTER EXAMINATION FOR**

**DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT**

**DHTM 041: SERVICES QUALITY MANAGEMENT**

**DATE: 11/12/2019**

**TIME: 8.30-10.30 AM**

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## **INSTRUCTIONS**

**Answer all the questions in section A and any two questions in section B.**

### **SECTION A: (30 MARKS)**

#### **QUESTION ONE (30 MARKS)**

- a) Define the following terms;
  - i. Service quality
  - ii. Service system
  - iii. Inseparability
  - iv. Customer perception
  - v. Service culture (10 marks)
- b) List five causes of poor service quality (5 marks)
- c) Identify five elements of total quality management (5 marks)
- d) Describe five characteristics of services (10 marks)

### **SECTION B- 40 MARKS (ANSWER ANY TWO QUESTIONS)**

#### **QUESTION TWO (20 MARKS)**

- a) Explain four components of a service (12 marks)
- b) Describe four key elements of a service delivery system (8 marks)

**QUESTION THREE (20 MARKS)**

- a) Explain **five** limitations to the implementation of total quality management (10 marks)
- b) Explain five determinants of service quality (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Explain **five** causes of a service breakdown (10 marks)
- b) Describe five strategies of pricing services (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Describe the service recovery process (10 marks)
- b) Explain five attributes of service quality (10 marks)