



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

SECOND YEAR SECOND SEMESTER EXAMINATION FOR
DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT

DTM 041: TOURISM SERVICE QUALITY MANAGEMENT

DATE: 25/4/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS

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

SECTION A (30 MARKS)

1. a) Define the following terms;
 - i. service quality
 - ii. total quality management
 - iii. customer perception
 - iv. service breakdown
 - v. motivation (10 marks)
- b) Name **five** objectives of total quality management (5 marks)
- c) Highlight **five** elements of total quality management (5 marks)
- d) List **five** causes of poor service quality (5 marks)
- e) State **five** reasons for failure to implementing total quality management (5 marks)

SECTION B- 40 MARKS (ANSWER ANY TWO QUESTIONS)

2. a) Service quality is not a “one man-show”- explain how the following would contribute to service quality in hotels;
 - i. Front of house desk

- ii. Food production department
 - iii. The hotel management
 - iv. Room division (12 marks)
- b) Describe **four** key factors that would lead to “provider gap” in an organization (8 marks)
- 3. a) Explain **five** limitations to the implementation of total quality management (10 marks)
- b) Explain **five** indicators of an organization practicing service quality (10 marks)
- 4. a) Explain **five** principles of total quality management (10 marks)
- b) Describe **three** examples of service breakdown in a five star hotel (6 marks)
 - c) State **four** elements of total quality management (4 marks)
- 5. a) Describe the service recovery process (10 marks)
- b) Explain five attributes of service quality (10 marks)