



MACHAKOS UNIVERSITY

University Examinations 2017/2018

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT HOSPITALITY MANAGEMENT

SECOND YEAR SECOND SEMESTER EXAMINATION FOR

DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT

DHTM 0142: SERVICE QUALITY MANAGEMENT

DATE: 4/12/2017

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

- This paper consists of Two Sections A and B
- Section A is Compulsory and carries 30 marks
- Section B has four questions of 20 marks each. Attempt any Two.

SECTION A (ANSWER ALL QUESTIONS)

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”- it needs the involvement of other stakeholders to achieve greater success. explain how the following would contribute to service quality in hotels;
- i. front of house desk
 - ii. food production personnel
 - 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)