



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FIRST YEAR SPECIAL/SUPPLEMENTARY FOR BACHELOR OF SCIENCE IN

HOSPITALITY AND TOURISM MANAGEMENT

HTM 106: SERVICE MANAGEMENT

DATE: 22/7/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

SECTION A: Answer all questions in this section

1. a) Describe five characteristics of Differentiate between;
 - i. Lean services cape and Elaborate services cape (use examples) (6 marks)
 - ii. Service design and designing a service (4 marks)
- b) Describe five characteristics of services, giving an example of each (10 marks)
- c) Outline three areas in which service blue printing can be applied (6 marks)
- d) Outline four ways that you would know that a customer is not satisfied (4 marks)

SECTION B- Answer any two questions (20 marks each)

2. a) Describe the steps followed in building a Service blue print (12 marks)
- b) Design a service blue print for the reservation and check in process (8 marks)
3. a) Describe five factors that influence hospitality and tourisms customer's expectation of the service (10 marks)
- b) Identify the major criticism of the SERVQUAL model. (10 marks)
4. a) Describe four downsides of expectations- perception approach in understanding perceived service quality (8 marks)

- b) Describe five tools that can be used to understand whether or not customers are satisfied (10 marks)
- 5. a) As a manager of a three-star hotel, discuss ways you would ensure delivery of quality service to your guests. (10 marks)
- b) Describe the five total quality management (TQM) tools used in the quality journey (10 marks)