



MACHAKOS UNIVERSITY

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

**FIRST YEAR EXAMINATION FOR THE AWARD OF BACHELORS
DEGREE IN HOSPITALITY AND TOURISM MANAGEMENT**

COURSE: HTM 106: SERVICE MANAGEMENT

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 (10marks)
 - 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(10marks)
 - 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 (10marks)