

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
TOURISM MANAGEMENT

BTOM 371: SERVICE QUALITY MANAGEMENT

STREAMS: BTOM Y3S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 5/12/2018

2.30 P.M - 4.30 P.M.

INSTRUCTIONS:

- Answer ALL Questions in Section A and any TWO in Section B
- Do not write on the question paper

SECTION A: [30 MARKS]

1. Briefly explain three types of services provided by tourism organizations. [6 Marks]
2. Briefly explain three categories of customer expectations on service quality in tourism. [6 Marks]
3. Explain the impact of people, process and physical evidence on tourism service quality. [6 Marks]
4. Briefly explain three ways through which tourism entrepreneurs can manage service quality of their products. [6 Marks]
5. Briefly discuss six causes of service failure in tourism industry. [6 Marks]

SECTION B: [40 MARKS]

6. Discuss ten characteristics of services. [20 Marks]
7. (a) Discuss five dimensions that tourists may use to measure the quality of services offered at the tourism destinations. [10 Marks]
(b) Explain five principles of total quality management. [10 Marks]
8. Discuss the achievement of quality improvement in tourism destinations using FADE and PDCA models. [20 Marks]

