

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: FRIDAY 06/12/2019

8.30 A.M. – 10.30A.M.

INSTRUCTIONS:

- Answer ALL questions in section A and any TWO questions in section B.
- Do not write anything on the question paper.

SECTION A: (30 MARKS)

1. With the help of a diagram, briefly explain the service quality gaps. (6 marks)
2. Briefly explain three types of services provided by tourism organizations. (6 marks)
3. Briefly explain six principles of total quality management. (6 marks)
4. Briefly explain three categories of customer expectations on service quality in tourism. (6 marks)
5. Discuss the impact of people, process and physical evidence on tourism service quality. (6 marks)

SECTION B: (40 MARKS)

6. (a) Discuss five dimensions used by tourists to measure the quality of services offered at the tourism destinations. (10 marks)
- (b) Discuss five causes of service failure in Kenyan tourism destinations. (10 marks)

7. Discuss the achievement of quality improvement in tourism destinations using FADE and PDCA models. (20 marks)
 8. Discuss ten characteristics of tourism services. (20 marks)
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