

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF HOTEL AND TOURISM MANAGEMENT**

BTHM 301: SERVICE QUALITY MANAGEMENT

STREAMS: BTHM(Y3S1)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 06/12/2017

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

SECTION A (30 MARKS) AND SECTION B (40 MARKS)

SECTION A: ANSWER ALL THE QUESTIONS

1. Highlight the importance to service quality management. [6 marks]
2. Briefly explain the perspectives of quality. [6 marks]
3. Briefly explain the significance of service recovery. [6 marks]
4. Briefly explain the dimensions of quality. [6 marks]
5. Mention and explain the principles of Total Quality Management (TQM). [6 marks]

SECTION B: ANSWER ANY TWO QUESTIONS

6. (a) Explain why is it necessary to measure service quality. [10 marks]
 7. (b) Explain the various approaches that can be used in service recovery applicable to the tourism sector. [10 marks]
 8. (a) Differentiate between service quality and customer satisfaction. [12 marks]
 - (b) Why is it necessary to measure quality. [8 marks]
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