



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

SCHOOL OF TOURISM, HOSPITALITY AND

LEISURE STUDIES

BACHELOR OF TOURISM MANAGEMENT

COURSE CODE: BTM 3126-1

COURSE TITLE: SERVICE QUALITY

MANAGEMENT IN TOURISM

DATE: 7TH DECEMBER, 2022

TIME: 0830-1030

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section **A** and any other **TWO** in section **B**.

This paper consists of 2 printed pages. Please turn over

SECTION A: (20 MARKS) ANSWER ALL QUESTIONS IN THIS SECTION.

- 1 a) Explain the following terms:
- i) Quality (2 Marks)
 - ii) Quality Assurance (2 Marks)
 - i) Quality Management Systems (2 Marks)
 - ii) Service charter (2 Marks)
 - iii) ISO (2 Marks)
- b) Expound on the dimensions of quality for products. (5 Marks)
- c) Discuss the dimension of quality for services (5 Marks)

SECTION B: (30 MARKS) ANSWER ANY TWO QUESTIONS IN THIS SECTION.

- 2 a) Critically analyse the **five** perspective in which Garvin defined the term quality. (5 Marks)
- b) With specific examples in tourism industry, discuss the Quality Management Principles. (10 Marks)
- 3 a) Elucidate the PDCA cycle. (5 Marks)
- b) Service Quality Management is about continual improvement, how has ISO 9001:2015 QMS addressed this. (10 Marks)
- 4 a) "Quality is a new competitive weapon" Justify the statement. (7 Marks)
- b) Critically examine the benefits to be gained by Kenya's tourism industry through adapting the ISO standardization of services. (8 Marks)
- 5 a) Expound on **five** (5) techniques used in quality management. (5 Marks)
- b) Elucidate on the Historical development of Quality Management. (10 Marks)

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