



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2023/2024 ACADEMIC YEAR**

**SECOND YEAR FIRST SEMESTER**

**SCHOOL OF NATURAL RESOURCE,  
ENVIRONMENTAL STUDIES & AGRICULTURE  
DIPLOMA IN TOURISM AND WILDLIFE  
MANAGEMENT**

**COURSE CODE: NDTW 128**

**COURSE TITLE: SERVICE MANAGEMENT IN  
TOURISM.**

**DATE: 5/12/2023**

**TIME: 1100-1300 HRS**

---

**Instructions:**

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

**Section A (25 marks) Answer all questions**

**QUESTION ONE**

- a) Define the following concepts as used in service quality management. **(6Marks)**
- Customer experience.
  - Customer satisfaction.
  - Service quality.
- b) Explain **five (5)** Salient characteristics of tourism services. **(5marks)**
- c) Giving one relevant example in each case, distinguish between **customer conflicts** and **customer complaints** experienced in the service industry. **(2Marks)**
- d) Elaborate any **three causes** of conflicts that may arise in the various tourism destinations and protected areas. **(3Marks)**
- e) Highlight **four channels** used by clients to launch complaints. **(4Marks)**
- f) Outline any **five (5)** challenges experienced by service providers in the delivery of quality services to clients. **(5marks)**

**Section B (45 marks) Answer any three questions**

**QUESTION TWO**

- a) Discuss any **six** basic dimensions/variables of service quality and how each can be used to measure quality of services in a tourism destination. **(12Marks)**
- b) Highlight any three basic elements of a service concept. **(3Marks)**

**QUESTION THREE**

Explain the significance of **Total Quality Management (TQM)** to destinations that embrace service quality. **(15Marks)**

**QUESTION FOUR**

- a) Identify any **five** levels of customer expectations. **(5Marks)**
- b) With relevant examples, discuss **five** major factors that can **influence customer expectations** of a tourism and hospitality service. **(10Marks)**

**QUESTION FIVE**

Describe any **Five (5)** principles of service quality management applied in the tourism and hospitality industry. **(15 marks)**

**/END/**