



# **MAASAI MARA UNIVERSITY**

## **REGULAR UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR FIRST YEAR SECOND SEMESTER**

**SCHOOL OF TOURISM & NATURAL RESOURCES MANAGEMENT**

### **DIPLOMA IN TOURISM AND WILDLIFE MANAGEMENT**

**COURSE CODE: NDTW 128**

**COURSE TITLE: SERVICE OPERATIONS**

**MANAGEMENT IN TOURISM**

**DATE: 3<sup>RD</sup> DECEMBER, 2018**

**TIME: 1100 - 1300 HRS**

---

**INSTRUCTIONS TO CANDIDATES**

- This paper has two sections A & B.
- Answer question **ONE** in section A and any **TWO** in section B

## **SECTION A: QUESTION IS COMPULSORY (25MARKS)**

### **QUESTION ONE**

- a) Define the following terms as commonly used in service operations management.
  - i. Service. (2marks)
  - ii. Service quality. (2marks)
  - iii. Customer perception. (2marks)
- b) Distinguish between customer expectations and customer satisfaction. (5marks)
- c) The service concept is a shared understanding of the nature of the service provided and received in a given service industry. Explain FIVE basic elements a service concept should contain in any tourism establishment (5marks)
- d) Service quality is a result of complex network of several dimensions. State and explain the basic dimensions of service quality. (5marks)
- e) Identify the challenges facing managers in the tourism industry towards achieving total service quality. (4marks)

## **SECTION B: ANSWER ANY THREE QUESTIONS (45MARKS)**

### **QUESTION TWO**

State and explain the factors that influence customer expectations. (15marks)

### **QUESTION THREE**

- a) Identify any THREE distinct groups involved in customer experience of quality in a tourism and hospitality set up. (3marks)
- b) Explain the role of physical evidence (servicescape, Bitner 1982) in realizing quality service experience. (12marks)

### **QUESTION FOUR**

- a) Explain THREE forms of customer relationships that exist in an effective and efficient service organization. (6marks).
- b) Discuss the role of technology as a tool used by service industry managers in breaching the gap between customer expectations and customer satisfaction. (9marks)

### **QUESTION FIVE**

Discuss the importance of total quality management (TQM) to tourism destinations that embrace service quality. (15marks)

**//END**