



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***  
DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF HOTEL & HOSPITALITY MANAGEMENT

**BMG 4440: QUALITY MANAGEMENT SYSTEMS**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2015

**TIME:** 2 HOURS

**INSTRUCTIONS:**

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.

*This paper consists of Two printed pages*

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Explain why leadership is key in implementing a quality management system. **(15 marks)**
- b) Illustrate the steps necessary to implement a quality management system. **(15 marks)**

**SECTION B (Answer any TWO questions)**

**QUESTION 2**

Explain the philosophy behind continuous improvement in managing quality. **(20 marks)**

### **QUESTION 3**

Discuss any **FIVE** dimensions of service quality that can be used to evaluate quality of services in a tourist hotel. **(20 marks)**

### **QUESTION 4**

Evaluate the effectiveness of different tools used for collecting customer feedback in hospitality firms. **(20 marks)**

### **QUESTION 5**

Describe the typical life cycle of a team in quality management. **(20 marks)**