



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

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF TECHNOLOGY IN HOTEL AND HOSPITALITY MANAGEMENT

**BMK 4340: SERVICE QUALITY MANAGEMENT**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: MARCH 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**

With the use of a diagram, critically analyse the **FIVE** gaps highlighted in the Gaps Model of Service Quality developed by Parasuram, Ziethaml & Berry. **(30 marks)**

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

**QUESTION 2**

“Services have distinct characteristics from goods that pose challenge to managers”. Discuss.

**(20 marks)**

### **QUESTION 3**

Analyse the use of the following types of service quality research studies in hospitality establishments:

- a) Complaint solicitation
- b) Critical incident studies
- c) SERVQUAL Surveys
- d) Post transaction surveys
- e) Mystery shopping **(20 marks)**

### **QUESTION 4**

Discuss the benefits of customer firm relationship to:

- a) Customers **(10 marks)**
- b) Films . **(10 marks)**

### **QUESTION 5**

- a) What is a service blueprint. **(2 marks)**
- b) Describe the steps involved in developing a service blueprint. **(18 marks)**