



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social Studies
DEPARTMENT OF HOSPITALITY & TOURISM

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

BMG 4440: QUALITY MANAGEMENT SYSTEMS

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JUNE/JULY 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

SECTION A (Compulsory)

QUESTION 1

- a) Discuss the benefits that can accrue to a hospitality firm by implementing ISO 9001:2008 Quality Management System. **(20 marks)**
- b) Highlight any **FIVE** challenges faced by firms when implementing a quality management system. **(10 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Evaluate the effectiveness of online platforms like ‘trip advisor’ in giving customer feedback in the hospitality sector. **(20 marks)**

QUESTION 3

Analyse the principle of employee involvement in implementing a quality management System.

(20 marks)

QUESTION 4

Critique the Deming philosophy of quality.

(20 marks)

QUESTION 5

Develop a checklist that can be used to evaluate suppliers in a tourist hotel implementing ISO 9001 Quality Management System.

(20 marks)