



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

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)**