



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

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT
(BSTM S12)

BMK 4341: TOTAL 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

SECTION A (Compulsory)

QUESTION 1

- a) Discuss the benefits that a tourism firm can realize by implementing ISO 9001 Quality Management System. **(15 marks)**
- b) Explain why employers should be involved in TQM programs. **(15 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Assess the various channels a hotel establishment can use to establish customer feedback. **(20 marks)**

QUESTION 3

‘Suppliers play a major role in achieving TQM implementation’. Discuss necessary conditions in selection and evaluation of suppliers in order to achieve quality. **(20 marks)**

QUESTION 4

- a) Define benchmarking. **(2 marks)**
- b) Explain the benefits of benchmarking. **(8 marks)**
- c) Highlight characteristics of successful teams. **(10 marks)**

QUESTION 5

Analyse the various categories of quality costs. **(20 marks)**