



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

BMK 4340: SERVICE QUALITY MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2014

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) Outline the basic differences between goods and services and the resulting challenges for service businesses. **(10 marks)**
- b) What is a service blue print? **(2 marks)**
- c) Develop a service blueprint for a Five Star overnight hotel stay indicating all the critical processes. **(10 marks)**
- d) Explain the benefits of service blueprinting. **(8 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Describe the stages and unique elements of service innovation and development process. **(20 marks)**

QUESTION 3

Analyse the **FIVE** underlying dimensions of service quality. **(20 marks)**

QUESTION 4

Explain the various tools that can be used in monitoring service quality. **(20 marks)**

QUESTION 5

- a) Discuss the benefits to a company of having an effective service recovery strategy. **(10 marks)**
- b) Explain the types of actions that customers can take in response to a service failure. **(10 marks)**