

TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT
UNIVERSITY EXAMINATION FOR THE DEGREE OF:
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT
(BSTMS14)

BMK 4341: TOTAL QUALITY MANAGEMENT
SPECIAL SUPPLEMENTARY EXAMINATION

SERIES: SEPT. 2017

TIME: 2 HOURS

DATE: Pick Date **SEPT . 2017**

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt Choose instruction.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

Question 1

- a) Discuss the roles of strategic level in management in quality implementation (6 marks)
- b) Briefly discuss the elements of an organizations quality culture (6 marks)
- c) Explain the eight principle of Total Quality Management (8 marks)
- d) Discuss why more and more organizations are having internal quality standards departments

(10 marks)

SECTION B (Answer only TWO questions)

Question 2

Discuss in details the benefits organizations get by having quality management systems

(20 marks)

Question 3

You have been appointed an executive manager in your organization, describe how you would structure your organization improvement programs

(20 marks)

Question 4

The definition of TQM lays the foundation of involving everybody in quality achievement.

Discuss

(20 marks)

Question 5

- a) Discuss in details the 8 principles of TQM in organizations (16 marks)
- b) Explain how organization can use non-conformance to quality standards to improve quality (4 marks)