



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

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

**BMK 4340: SERVICE QUALITY MANAGEMENT**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES: SEPT. 2017**

**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*

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**SECTION A (Compulsory)**

**QUESTION 1**

With the use of a diagram, analyze the application of gaps model of service quality in hospitality and tourism businesses. **(30 marks)**

**SECTION B (Answer any TWO questions)**

**QUESTION 2**

“Because of the unique characteristics of services, managers of services have some very distinct challenges”. Discuss. **(20 marks)**

### **QUESTION 3**

- a) Describe the steps in building a service blueprint. **(10 marks)**
- b) Outline the benefits to a company of an effective service guarantee. **(10 marks)**

### **QUESTION 4**

Discuss the factors that influence customer expectations of services. **(20 marks)**

### **QUESTION 5**

Analyse the **FIVE** approaches to studying quality. **(20 marks)**