



# TECHNICAL UNIVERSITY OF MOMBASA

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

(BSTM S14/BTHM S14)

BMK 4340: SERVICE QUALITY MANAGEMENT

END OF SEMESTER EXAMINATION

**SERIES: DECEMBER 2016**

**TIME: 2 HOURS**

**DATE:** Pick Date **DECEMBER 2016**

## 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.**

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## **SECTION A (Answer all the questions)**

**30 POINTS**

### **QUESTION ONE**

- Describe Service Quality Management (3 marks)
- Distinguish the unique characteristics of services giving examples (10 marks)
- In contrast to the diversity of business performance measurement systems, financial performance has been traditionally measured by using ratio analysis calculated directly from a company's financial statements. Describe the ratio analysis used for measuring performance. (10 marks)
- Discuss the principles of Service Quality Management. (7 marks)

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

**QUESTION TWO**

Discuss the service economy and its role in development.

(20 Marks)

**QUESTION THREE**

There are five SERVQUAL dimensions used to measure the gap between customers' expectation for excellence and their perception of actual service delivered. Explain and give examples in the tourism industry.

(20 Marks)

**QUESTION FOUR**

Discuss the issues in measuring service quality in the hospitality industry.

(20 Marks)

**QUESTION FIVE**

Relate customer focus service metrics and systems of service quality assessment using examples in the tourism industry.

(20 Marks)