



# 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)**