



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

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: JULY 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

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)**