



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2019/2020 ACADEMIC YEAR**

THIRD YEAR FIRST SEMESTER

**SCHOOL OF TOURISM, HOSPITALITY AND
LEISURE STUDIES**

BACHELOR OF TOURISM MANAGEMENT

COURSE CODE: BTM 3103

**COURSE TITLE: QUALITY MANAGEMENT
SYSTEMS**

DATE: 10TH DECEMBER 2019

TIME: 2.30-4.30 PM

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section **A** and any other **TWO** in section **B**.

This paper consists of 2 printed pages. Please turn over

SECTION A- 30 marks

- 1
- a) Outline the obstacles associated with TQM implementation. **(5marks)**
 - b) State the Historical development of Quality Management. **(4 marks)**
 - c) Philosophy focuses on effective workplace organization and standardized work procedures, while promoting quality efficiency and safety. Comment. **(6marks)**
 - d) "Quality is a new competitive weapon" Justify the statement. **(5marks)**
 - e) Outline the basic techniques for presenting performance measures. **(5marks)**
 - f) State any five tools of quality. **(5marks)**

SECTION B: (40 MARKS)

- 3
- a) Discuss ISO 9000 family. **(10marks)**
 - b) ISO 9001:2008 is transiting to ISO 9001:2015. Compare and contrast the two. **(10marks)**
- 4
- a) The main issues in building a customer satisfaction is to acquire satisfied customers. Discuss the indicators of customer satisfaction. **(10marks)**
 - b) Discuss the relevance of Total Quality Management approach to tourism sector. **(10marks)**
- 5
- a) Explain the factors that influence customer perception of quality. Discuss them in the context of your area of specialization. **(10marks)**
 - b) Explain how managers can diagnose Quality Improvement areas k in their organizations. **(10marks)**

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