



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

THIRD YEAR FIRST SEMESTER

**SCHOOL OF NATURAL RESOURCES, TOURISM
AND HOSPITALITY MANAGEMENT**

BACHELOR OF TOURISM MANAGEMENT

COURSE CODE: BTM 3103

COURSE TITLE: QUALITY MANAGEMENT

DATE: 6 TH APRIL,2022

TIME: 0230-0430HRS

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: COMPULSORY (30 MARKS)

SECTION A: (30 MARKS): ANSWER ALL QUESTIONS IN THIS SECTION.

- 1 a) Define 'Quality Management System'. (2 Marks)
- b) Critically analyse the components of quality. (6 Marks)
- c) Explain the Historical development of Quality Management. (7 Marks)
- d) Highlight six (6) techniques used in quality management. (7 Marks)
- e) Expound on the obstacles associated with TQM implementation. (8 Marks)

SECTION B: ANSWER ANY TWO QUESTIONS

- 2 a) Discuss ISO 9000 family. (10 Marks)
- b) Elucidate the seven Quality Principles of ISO 9001:2015 Quality Management Systems. (10 Marks)
- 3 a) Critically analyse the various quality management tools that can be used in tourism industry. (10 Marks)
- b) Give a critique on the importance of Integrated Quality Management to any tourism organization. (10 Marks)
- 4 a) "Quality is a new competitive weapon" Justify the statement. (10 Marks)
- b) Critically examine the benefits to be gained by Kenya's tourism industry through adapting the ISO standardization of services. (10 Marks)
- 5 a) Expound on dimensions of quality for products. (10 Marks)
- b) Discuss the perspectives in which Garvin defined the term quality. (10 Marks)

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