



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM, AND HOSPITALITY**

**BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 3126-1**

**COURSE TITLE: SERVICE QUALITY MANAGEMENT  
IN TOURISM**

**DATE: 6/12/2023**

**TIME:0830-1030 HRS**

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**INSTRUCTIONS TO CANDIDATES**

*Answer all questions in **SECTION A** and any other two in **SECTION B***

**SECTION A: (20 MARKS) ANSWER ALL QUESTIONS IN THIS SECTION.**  
**QUESTION ONE**

- a. Explain four components of quality. **(4 Marks)**
- b. Expound on the dimension of quality for services **(5 Marks)**
- c. Discuss five perspectives in which Garvin defined the term quality. **(5 Marks)**
- d. Expound on the obstacles associated with TQM implementation. **(6 Marks)**

**SECTION B: (30 MARKS) ANSWER ANY TWO QUESTIONS IN THIS SECTION.**

**QUESTION TWO**

- a. Expound on five (5) tools used in quality management. **(5 Marks)**
- b. Elucidate on the Historical development of Quality Management. **(10 Marks)**

**QUESTION THREE**

- a. Discuss ISO 9000 family. **(7 Marks)**
- b. Elucidate the seven Quality Principles of ISO 9001:2015 Quality Management Systems. **(8 Marks)**

**QUESTION FOUR**

- a. Critically discuss the quality management models. **(5 Marks)**
- b. Critically examine the benefits to be gained by Kenya's tourism industry through adapting the ISO standardization of services. **(8 Marks)**

**QUESTION FIVE**

- a. "Quality is a new competitive weapon" Justify the statement. **(7 Marks)**
- b. Discuss philosophies of quality management **(8 Marks)**

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