



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2022/ 2023 ACADEMIC YEAR  
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF NATURAL RESOURCE, TOURISM &  
HOSPITALITY  
DIPLOMA IN TOURISM AND WILDLIFE  
MANAGEMENT.**

**COURSE CODE: NDTW 128  
COURSE TITLE: SERVICE MANAGEMENT IN  
TOURISM.**

**DATE: 15TH DECEMBER, 2022**

**TIME: 1100:1300**

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## **INSTRUCTIONS TO CANDIDATES**

**Instructions:** Answer **ALL** question in section **A** and any other **THREE** in section **B**

*This paper consists of FOUR printed pages. Please turn over.*

**Section A (25 marks) Answer all questions**

**QUESTION ONE**

- a) Define the following concepts as used in service quality management. **(6 Marks)**
- Service Quality.
  - Customer expectations.
  - Customer satisfaction..
- b) Identify and briefly explain any **two quality management tools** used by organizations to realize quality services to their clients. **(4Marks)**
- c) Giving one relevant example in each case, distinguish between **customer conflicts** and **customer complaints** experienced in the service industry . **(4Marks)**
- d) Explain **three causes** of conflicts in the various tourism destinations. **(3Marks)**
- e) Explain **four channels** used by clients to launch complaints. **(4Marks)**
- f) Distinguish between **Public Relations** and **Human Relations** as terms used in customer care. **(4Marks)**

**Section B (45 marks) Answer any three questions**

**QUESTION TWO**

- a) Discuss any **six** basic dimensions/variables of service quality and how each can be used to measure quality of services in a hospitality outlet. **(12Marks)**
- b) Outline **three** challenges experienced by the service providers in the delivery of quality service. **(3Marks)**

**QUESTION THREE**

Discuss the importance of **Total Quality Management (TQM)** to destinations that embrace service quality. **(15Marks)**

**QUESTION FOUR**

- a) Identify any **five** levels of customer expectations. **(5Marks)**
- b) Discuss **five** major factors that can **influence customer expectations** of a tourism and hospitality service. **(10Marks)**

**QUESTION FIVE**

Discuss the **advantages** of funding and **partnerships** in tourism product development and management. **(15 marks)**

**///END/// MERRY CHRISTMASS!!**