



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2014/2015

DIGITAL SCHOOL OF VIRTUAL AND OPEN LEARNING

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

HTM 806: QUALITY SERVICE MANAGEMENT IN THE HOSPITALITY AND TOURISM

DATE: Tuesday 23rd December 2014

TIME: 2.00p.m-5.00p.m

INSTRUCTIONS

Answer any THREE questions

1. Explain 5 ways through which service quality can be a competitive advantage to an organization. (20 marks)
2. Tourism and hospitality services have a number of characteristics that distinguish them from physical goods. These characteristics and their implications for managing and marketing strategies. (20 marks)
3. Breaking the service promise is the most important way in which service companies fail their customers'. Discuss how service reliability can be achieved in a hospitality and tourism organization. (20 marks)
4. Motivation and empowerment of workers and service quality are all inextricably intertwined in the organization. Discuss how the role of these variables in the contribution to service quality. (20 marks)
5. Consumer behaviour is difficult to predict, even for experts in the field. Discuss relationship marketing as an influential asset for customer behaviour analysis. (20 marks)