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University Examinations 2024/2025

THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

AFH 3303: SERVICE QUALITY MANAGEMENT

DATE: JANUARY 2025

TIME: 2 HOURS

INSTRUCTIONS:

- Answer Question ONE and any other TWO questions

QUESTION ONE (30 MARKS)

- a) Define the following terms:
 - i. Service (2 Marks)
 - ii. Quality (2 Marks)
 - iii. Quality management (2 Marks)
- b) Highlight SIX benefits of service quality management to hospitality organizations (6 Marks)
- c) Highlight SIX benefits of service quality management to hospitality customers (6 Marks)
- d) Explain any THREE categorization of hospitality customers (6 Marks)
- e) Describe TWO benefits of customer retention in hospitality institutions (6 Marks)

QUESTION TWO (20 MARKS)

- a) Using a diagrammatic illustration, explain the concept of dissatisfied, satisfied and delighted customers (10 marks)
- b) Explain any FIVE methods of obtaining customer feedback (10 Marks)

QUESTION THREE (20 MARKS)

SERVQUAL model is without a doubt the most widely used and tested method to measure customers' perceptions of service quality.

- a) Describe the five gaps of service quality identified in this model (10 Marks)
- b) Explain any FIVE ways of minimizing these gaps in a hospitality company (10 Marks)

QUESTION FOUR (20 MARKS)

Using Herzberg's Two-Factor Theory of employee motivation:

- a) Explain any FIVE hygiene factors identified by this theory (10 Marks)
- b) Explain any FIVE motivation factors identified by this theory (10 Marks)