JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR IN INTERNATIONAL TOURISM

1ST YEAR 2nd SEMESTER 2017/2018 ACADEMIC YEAR

MAIN

COURSE CODE: BTM 3123 TOURISM SERVICES MANAGEMENT SYSTEMS

EXAM VENUE: MAIN   **STREAM: BACHELORS**

DATE: **EXAM SESSION:**

TIME: 2 HOURS

Instructions:

1. Answer question **ONE (Compulsory)** and any other 2 questions
2. Candidates are advised not to write on the question paper
3. Candidates must hand in their answer booklets to the invigilator while in the examination room

QUESTION ONE (30 MARKS)

a) Explain three ways through which customers react to service failure (3 marks)
b) Briefly explain the service marketing triangle concept (4 marks)
c) Explain six reasons for service internationalization (6 marks)
d) Explain five basic needs cited by Harris (2010) as leading to customer satisfaction (5 marks)
e) Explain the scope of service encounter in the tourism industry (12 marks)

QUESTION TWO (20 MARKS)

a) Distinguish between demand and capacity and explain the three reasons for managing demand and capacity in tourism business organizations (4 marks)

b) Describe four (4) strategies for influencing and managing demand and another four (4) strategies for influencing and managing capacity in a tourism business (16 marks).

QUESTION THREE (20 MARKS)

a) Define organization culture and explain four purposes it serves in service delivery (10 marks)

b) Explain ten strategies to quality service management to ensure quality service delivery in a service organization (10 marks)

QUESTION FOUR (20 MARKS)

a) Explain seven characteristics of a well-designed service system (7

b) Define service encounter and describe how you would manage service encounter in your organization (13 marks).

QUESTION FIVE (20 MARKS)

a) Services are becoming increasingly important in the global economy as more and more service firms are going abroad. However, this concept of service internationalization is prone to barriers. Briefly explain the two main barriers (6 marks)

b) Describe the first eight (8) steps of service performance measurement process (8 marks)

c) Explain six importance of service measurement to a tourism organization (6 marks)