



**JARAMOGI OGINGA ODINGA UNIVERSITY OF
SCIENCE AND TECHNOLOGY
EXAMINATIONS 2016/2017**

**THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE
OF BACHELOR TOURISM AND HOSPITALITY MANAGEMENT**

**BTM 3323: SERVICE QUALITY MANAGEMENT
(MAIN CAMPUS)**

APRIL 2017

INSTRUCTIONS:

TIME: 2 HOURS

- 1). Attempt Question 1 and any other two questions**
- 2). Question 1 carries 30 marks. The others carry twenty marks each.**

Question 1

- a) Critically examine the 7Ps of service marketing (20mks)
- b) According to gap analysis in service quality management is a useful tool in comparing actual performance with potential performance. Explain the gaps in this context and highlight what organizations involved in service delivery can do to reduce them.(10mks)

Question 2

Discuss, giving examples, the characteristics of services that distinguish them from goods (20 mks)

Question 3

Various definitions have been given to the term quality each of which points to the dimensions of quality. Explain these dimensions (20mks)

Question 4

Juran, Deming and Crosby made their contributions on what quality is about. Present Deming's principles towards quality achievement explaining their applicability to service quality management (20mks)

Question 5

The SERVQUAL model by Parasuraman et al. (1985) advances the ten service quality dimensions presenting them as determinants of service quality gaps. Explain these determinants (20mks).