



OFFICE OF THE DEPUTY PRINCIPAL
ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

UNIVERSITY EXAMINATIONS 2020 /2021 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER REGULAR EXAMINATION

FOR THE DEGREE OF BACHELOR OF HOTEL AND
HOSPITALITY MANAGEMENT

COURSE CODE: BHM424E

COURSE TITLE: TOTAL QUALITY MANAGEMENT

DATE: 16TH JULY 2021

TIME: 8:00AM – 11:00AM

INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

BBM 424E: TOTAL QUALITY MANAGEMENT

STREAM: BHM

DURATION: 3 Hours

INSTRUCTIONS TO CANDIDATES

- i. Answer Question **ONE** and any other **TWO** questions.
- ii. Do not write on the question paper.

QUESTION ONE

(30 MARKS)

(a) Define the meaning of the following terms:

- i. Quality **(2 marks)**
 - ii. Total quality management **[2 marks]**
 - iii. Quality control **[2 marks]**
 - iv. Quality assurance **[2 marks]**
- (b) Explain how quality assurance is different to quality control **[2 marks]**
- (c) Quality has two dimensions: product and service quality. Explain any five dimensions of product quality **[10 marks]**
- (d) Identify ^{explain five} ~~three~~ advantages of producing quality products and services **[10 marks]**

QUESTION TWO

- (a) Evaluate five tools used for collecting customer complaints in a hotel (5 marks)
- (b) Explain five elements of Total Quality Management (5 marks)
- (c) In improving the quality of products and services, organizations incur costs. As an expert in Total Quality Management explain the reasons why organizations must measure quality costs **[10 Marks]**

QUESTION THREE

- a) Management involvement in quality management is ideal in achievement of hotels revenue. Explain five importance of management involvement in Total Quality Management **[10 marks]**
- b) Describe major obstacles encountered by hotel managers in implementation quality management programs in hotels **[10 marks]**

QUESTION FOUR

- a) Explain what benchmarking is and why a new company may choose benchmarking as a strategy to improve quality[10 marks]
- b) Examine how leadership is important in enhancing total quality standards in a hotel establishment [10 marks]

QUESTION FIVE

- a. Explain four phases of total quality management clearly outlining their importance to a prospective hotel entrepreneur [10 Marks]
- b. Quality management is not only considered in products but in services too. State how you can assess quality in hotel industry and explain what can be done to ensure there is quality in hotels [10 Marks]
