

20



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

FIRST YEAR, FIRST SEMESTER

MAIN EXAMINATION

FOR THE DEGREE

OF

M.Sc. HOSPITALITY AND EVENTS ADMINISTRATION

COURSE CODE: MHE 804

**COURSE TITLE: HOSPITALITY AND EVENTS SERVICE
QUALITY MANAGEMENT**

DATE: TUESDAY 19TH DECEMBER 2023

TIME: 8 - 11 A.M

INSTRUCTIONS TO CANDIDATES

Answer questions ONE

Answer any other THREE questions.

TIME: 3Hours

MMUST observes ZERO tolerance to examination Cheating
This paper consists TWO printed Pages. Please Turn Over

Answer question ONE and ANY other TWO questions (60 MARKS).

1. You have been requested by Serena Hotel in Nairobi to offer consultancy services, and thereafter review and advise them on quality services management, with specificity to TQM approaches.
 - a) Apply Dale (1994) concept in explaining the possible barriers to achieving TQM that you may encounter during your consultancy period within the Serena Hotel unit. (10 Marks)
 - b) Describe FIVE possible obstacles to TQM you are most likely to encounter during your consultancy within the Serena Hotel unit. (10 Marks)
2. Gloria has been approached by the directors of Sarova group of Hotels to assist in the audit of their hospitality services quality across their chains. Adopt the Len Berry strategy in explaining the characteristics that would yield excellent service, if practiced by the hotel chain. (20 Marks)
3. Sheraton Hotel International plans to open a new unit in Kisumu city Kenya. The appointed management team would wish to maximize on the utilization of service environment to get the attention of guests. Explain this principle by applying the model proposed by Bitner for understanding the environment-user relationship in service organizations. (20 Marks)
4. You are the general manager of Acacia Hotel Kisumu. You realized from the performance records for the year 2023 that the unit is not on a rightful trajectory. You decided to prepare a proposal based on input-output process model seeking approval from directors for the implementation of process improvement strategies to avert the situation. Describe FIVE approaches you are most likely to capture in the proposal. (20 Marks)