

**SEH 309: TOTAL QUALITY MANAGEMENT & SERVICE IN
HOSPITALITY**

(KISUMU CITY CAMPUS)

INSTRUCTIONS:

Answer all the questions in the answer booklet provided (70mks)

Q1.

- (a) Give three examples of individual elements of the total quality concepts used by visionary organizations prior to the 1980s and 1990s.(3mks)
- (b) Name Juran's basic steps to progress.(3mks)
- (c) Define quality according to W. Edwards Deming.(1mks)

Q2. List Deming's Fourteen Points. (14mks)

Q3. Using Michael R. Quinlan's thinking at McDonalds, discuss how service drives the service company. (10mks)

Q4. Using a well labeled diagram, explain 'the Service Profit Chain' proposed by Leonard A. Schlesinger and James L. Heskett. (10mks)

Q5. Explain why James A. Perkins is convinced that Federal Express has successfully incorporated the crucial success factors for service companies. (10mks)

Q6. Describe John Martin's initiatives that led to the reengineering at Taco Bell. (10mks)

Q7. Explain the following concepts of the total quality management philosophy:

- (a) Customer focus
- (b) Continuous improvement
- (c) Employee empowerment

(9mks)



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

THIRD YEAR SECOND SEMESTER EXAMINATIONS FOR
THE DEGREE OF BACHELOR OF SCIENCE IN
ECOTOURISM, HOTEL & INSTITUTION MANAGEMENT
WITH INFORMATION TECHNOLOGY
(CITY CAMPUS - EVENING)

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Date: 23rd July, 2013

Time: 5.30 – 7.30 p.m.
