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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2018/2019 ACADEMIC YEAR
DIPLOMA IN HOSPITALITY MANAGEMENT

DHM 1612 – TOTAL QUALITY MANAGEMENT IN HOSPITALITY

Date: 16th April, 2018

Time: 11.00am –1.00pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Explain five objectives of TQM (5 Marks }
- b) i) Explain the concept of hospitality (2 Marks }
- ii) Explain the three key areas covered under the hospitality industry (3 Marks }
- c) The “DRIVE” model is very central in delivery of quality services in the hospitality industry. Explain. (5 Marks }
- d) Enumerate five factors considered by customers when deciding the quality of services they get in any hotel (5 Marks }
- e) Describe five habits of effective hotel supervisors (5 Marks }
- f) Describe how a hotel manager could apply the “HELIX OF NEVER -ENDING IMPROVEMENT in her operations to improve quality of services. (5 Marks }

QUESTION TWO (20 MARKS)

- a) Describe five emerging quality trends in the hospitality industry. (10 Marks }
- b) Team work is key in the hospitality industry. Explain five stages of developing effective teams in an organizations (10 Marks }

QUESTION THREE (20 MARKS)

- a) Describe the relevance of PDSA/PDCA model in improving service delivery in the hospitality industry (10 Marks }
- b) Explain five requirements for effective team leadership in the hospitality industry (10 Marks }

QUESTION FOUR (20 MARKS)

- a) Enumerate five service quality dimensions necessary in the hospitality industry. (10 Marks }
- b) Describe the evolution of quality in hotel industry over time, (10 Marks }

QUESTION FIVE (20 MARKS)

- a) Explain the need for team work in the hospitality industry for quality service delivery. (10 Marks }
- b) Analyze five characteristics of the hospitality industry. (10 Marks }