



**NAMIBIA UNIVERSITY  
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<b>QUALIFICATION :</b> BACHELOR OF TOURISM INNOVATION AND DEVELOPMENT/BACHELOR OF HOSPITALITY MANAGEMENT/BACHALOR OF CURLINARY ARTS	
<b>QUALIFICATION CODE:</b> 07BTID/07BMN/07BCNA	<b>LEVEL:</b> 7
<b>COURSE:</b> QUALITY MANAGEMENT IN HOSPITATLITY AND TOURISM	<b>COURSE CODE:</b> QHT710S
<b>EXAMINATION</b>	<b>SESSION 1</b>
<b>DATE:</b> JUNE	
<b>DURATION:</b> 2 HOURS	<b>MARKS:</b> 100

**EXAMINATION PAPER**

**EXAMINER:** Dr W. Muhoho-Minni

**MODERATOR:** Rosemary Gitau

**THIS EXAMINATION PAPER CONSISTS OF 3 PAGES  
(INCLUDING THIS FRONT PAGE)**

**PERMISSIBLE MATERIALS**

1. NONE

**INSTRUCTIONS**

1. Answer **all** questions.
2. Read all the questions carefully before answering.
3. Marks for each question are indicated at the end of each question.
4. Please ensure that your writing is legible, neat, and presentable.

### QUESTION 1

As competition grows around the world, Namibia must raise its standards in facilities, tourist products, and service delivery.

**Select the correct answer and explain your choice giving examples from Namibia**

- a. improving the quality of existing products as well as developing new ones
- b. Improving range and quality of visitors' attractions
- c. improving the quality in service delivery
- d. All

**Choice selected = 5**

**Explanation=15**

**Total marks = 20**

### QUESTION 2

Quality costs fall under two main categories: costs of achieving good quality and costs of poor quality.

2.1. What is the difference between the two costs?

10 marks

2.2 List five costs of achieving quality service

2.3 List five costs of poor quality

1x10=10 marks

**Total = 20 Marks**

### QUESTION 3

*Customers' judgment of quality service provided is based on outcome quality, process quality and physical environment quality.*

**In relation to the above statement, discuss the five dimensions of quality through which customers assesses the quality of service delivered.**

**4x5= 20 marks**

### QUESTION 4

The unique characteristics of tourism, hospitality and culinary industries have implication on effective delivery of quality service. With a description of the unique characteristics, explain this argument.

**20 marks**

**QUESTION 5**

**Differentiate between the following terms and provide examples**

- 2.1. customer's view of service and operation's view of service
- 2.2. internal and external customers
- 2.3. inputs and outputs
- 2.4. intangibility and inseparability characteristics of the tourism industry

**4x5 = 20 marks**

**TOTAL MARKS 100**