



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

Faculty of Management Sciences

Department of Hospitality and Tourism

Beethoven Street
Private Bag 13388
Windhoek
NAMIBIA

T: +264 61 207 2093
F: +264 61 207 9093
E: dht@nust.na
W: www.nust.na

QUALIFICATION : BACHELOR OF TOURISM INNOVATION AND DEVELOPMENT/BACHELOR OF HOSPITALITY MANAGEMENT/BACHALOR OF CURLINARY ARTS	
QUALIFICATION CODE: 07BTID/07BMN/07BCNA	LEVEL: 7
COURSE: QUALITY MANAGEMENT IN HOSPITALITY AND TOURISM	COURSE CODE: QHT710S
EXAMINATION	SESSION 2
DATE: JULY 2022	
DURATION: 2 HOURS	MARKS: 100

EXAMINATION PAPER

EXAMINER: Dr W. Muhoho-Minni

MODERATOR: Rosemary Gitau

**THIS EXAMINATION PAPER CONSISTS OF 4 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

1.1 Discuss the challenges of providing high quality service in the tourism and hospitality industry
= 8marks

1.2. Using examples from Namibia, give brief explanations of the challenges
= 12marks
20 Total Marks

QUESTION 2

Drawing from the from the tourism and hospitality industry and using concrete examples, critically discuss the four characteristics of service giving

4x5 = 20 Marks

QUESTION 3

Differentiate between the following terms and provide examples:

- 3.1. Customers' view of service and operations' view of service
- 3.2. Internal and external customers
- 3.3. Inputs and outputs
- 3.4. Intangibility and inseparability characteristics of the tourism industry

4x5 = 20 marks

QUESTION 4

Evaluate the reasons that led to the growing importance of skills and techniques in service design for service quality in the tourism and hospitality industry

5x4=20 Marks

QUESTION 5

Identify and explain 5 of the 8 principles of quality management.

5x4 = 20 marks

Total Marks 100