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QUALIFICATION : BACHELOR OF TOURISM MANAGEMENT	
QUALIFICATION CODE: 07 BTOM	LEVEL: 7
COURSE: TOURISM QUALITY SERVICE MANAGEMENT	COURSE CODE: TQS710S
DATE: JUNE 2019	SESSION: PAPER 1
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION PAPER

EXAMINER: Dr. W. Muhoho-Minni

MODERATOR: Ms. F. Haufiku

**THIS EXAMINATION PAPER CONSISTS OF 2 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.

Q1.

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.

20 marks

Q2:

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

Q3:

What has led to the growing importance for skills and techniques in service design for service quality in tourism?

5x4=20 Marks

Q4

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

- 4.1. What is the difference between the two costs?

10 marks

- 4.2 List five costs of achieving quality service

- 4.3 List five costs of poor quality

1x10=10 marks

Q5

You have been hired by Butterfly Air to evaluate the frequent causes of flight delays that the airline has been experiencing of late. How can you use Cause-and-Effect Charts (fishbone) to identify the course of poor performance?

20 marks