

FACULTY OF HOSPITALITY & TOURISM

SCHOOL OF HOSPITALITY

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) :

Course Code & Name : **HOS2124 Service Quality Management**

Semester & Year : January-April 2021

Lecturer/Examiner : Mr. Aidil Ikram

Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : THREE (3) structured questions. Answer all the questions. Write your answers in the Answer Booklet provided.
PART B (40 marks) : THREE (3) case study questions. Write your answers in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (60 MARKS)

INSTRUCTION(S) : Answer all questions in this section. Write your answers in the Answer Booklet(s) provided.

1. Service plays a very important role in the world of Economic and in recent years' service has grown dramatically. Discuss the **SIX (6)** unique characteristics of service

(20 Marks)

2. Customer satisfaction can be described as a judgment describe the **FIVE (5)** dimensions of service quality.

(20 Marks)

3. One of the unique characteristics of services is the active participation of the customer in the service production process. Every moment of truth involves an interaction between a customer and a service provider. Draw and explain the diagram of service encounter triad.

(20 Marks)

END OF PART A

PART B : CASE STUDY (40 MARKS)

INSTRUCTION(S) : Answer all questions in this section. Write your answers in the Answer Booklet(s) provided.

END OF EXAM PAPER