



FACULTY OF HOSPITALITY & TOURISM
SCHOOL OF HOSPITALITY

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MGT2124 Service Quality Management**
Trimester & Year : May-August 2019
Lecturer/Examiner : Ms. Dewi Pratomo
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (60 marks) : FOUR (4) short answer questions. Answers are to be written in Answer Booklet provided.
PART B (40 marks) : ONE (1) case study. Answers are to be written in the Answer Booklet provided.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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. The assessment of service quality is made during the service delivery process. Measuring the gap between expected service and perceived is a customer feedback routine process that is practiced by leading service companies. Discuss **FIVE (5)** gaps in service industry and give examples each of the gaps (20 marks)
2. Service design element is a design to create a consistent service offering that achieves the strategic service vision. The service design elements become a template that communicated to customers and employees alike what service they should expect to give and to receive. There are two categories of system elements; structural and managerial. Discuss **FOUR (4)** key elements in structural service design and give example. (20 marks)
3. Frances Frei describes five sources of customer-induced variability in service operations that are strategies of managing demand. Explain with an example each **TWO (2)** out of five sources of customer-induced variability in service operations (10 marks)
4. Service processes can be classified using the concept of divergence, the object towards which the service activity is directed and the degree of customer contact. Discuss the concept of divergence and give relevant example (10 marks)

END OF PART A