

FACULTY OF HOSPITALITY & TOURISM

SCHOOL OF HOSPITALITY

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

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

Semester & Year : January-April 2022

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.

Kuala Lumpur International Airport

KL International Airport (KLIA) is one of Asia's major aviation hubs and is a destination in itself. It is located at the top of the southern corridor of Peninsular Malaysia, bordering the states of Selangor and Negeri Sembilan. Situated in the Sepang district, it is approximately 50km from the capital city, Kuala Lumpur.

KLIA is a unique airport that offers something for everyone whether it is for business, entertainment or relaxation. The airport is part of the Multimedia Super Corridor (MSC) where new technology is actively pursued.

Surrounded by four main cities - Kuala Lumpur, Shah Alam, Seremban and Malacca - the airport is a catchment area that offers exciting opportunities for businesses. As modern as it sounds, KLIA still strives to create a homely airport with a serene environment.

Arriving at KLIA requires a sequence of immigration and custom-clearing before passenger can board a domestic flight for home.

Below are the table of activities the passenger has to do to be able to board domestic flights and the time needed to do the activities in seconds per activities

Activities	Average Time, second
1. Deplane	15
2. Immigration	30
3. Baggage Claim	60
4. Customs	20
5. Check Baggage	40
6. Board domestic flights	15

- a. Discuss **FIVE (5)** elements of service package found in Kuala Lumpur International Airport. (10 Marks)

- b. Draw a process flow diagram and explain details of the diagram. Highlight the capacity per hours as well as the potential bottle neck activity. (15 Marks)

- c. Recommend a process flow diagram to improve the balance of the activity process in Kuala Lumpur International Airport. (15 Marks)

END OF EXAM PAPER