



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 2020
Lecturer/Examiner : Ms. Dewi Pratomo
Duration : 4 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 1 part:

PART B (100 marks) : TWO (2) case studies. Submit your answer to the platform provided
CASE STUDY within 4 hours
2. This question paper must be submitted along with answer script and honours and authenticity declaration.
3. Change your file into Your full name-course code-student ID for example xxx-HOS3004-B12345
4. Submit it to CN drop box when you finish. Only 1 submission is allowed.

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 = 6 (Including the cover page)

PART : CASE STUDY (100 MARKS)

INSTRUCTION(S) : Answer all questions in this section. Submit your answer to the platform provided within 4 hours.

SWEET SUITES HOTEL

The Sweet Suites Hotel is one of the most famous hotels in Sydney. It attracts visitors from all over the world, particularly those from the high-corporate market.

One such corporate regular is Mr Thomas Cohen QC, who has felt the need to complain via a formal letter to the Front Office Manager, Caroline Carefree

Cohen and Conrad Lawyers Pty. Ltd.
“The Litigation Specialists”

Attention: Ms. Caroline Carefree
Front Office Manager
The Sweet Suites
Elizabeth Street
SYDNEY NSW 2000

Thursday, December 2, 2019

Dear Ms. Carefree,

I am writing to register a complaint with you about my most recent stay at your hotel. As you may know, I am a regular at the Sweet Suites, staying once a month for a period of 4 days at a time (normally Monday-Thursday). However, my last stay was on the weekend just passed (November 26-28).

On the weekend I decided to bring my wife and son for a short holiday so they could try out my ‘second home’, as it were. On arrival at 3pm I was met by your receptionist, Troy, who did not recognize me and told me rather rudely that my room was not ready. He then instructed us to have a seat in the Bar and we ordered some drinks. When we had finished our drinks the waitress brought me the bill and I told her that I understood the drinks to be complimentary, at which time she apologised and we went back to the Reception desk.

When we arrived again at the reception desk Troy asked me my name again and if I was checking in. I said I had already registered and was waiting for my room. This time he apologised and asked us to wait on the lobby lounge as our room would be ready in 5 minutes. I asked if I could have my luggage and he said it was already in the room (I wondered how if the room was not ready!).

After 10 minutes he gave us the key and we made our way to the room. On arrival at the room I realised we had been given a city view (not my normal harbour view). My wife went

to use the bathroom the floor was still wet, and the mirror still has a lot of watermarks. I phoned down and Troy told me there were no Harbour views available but I could change to one tomorrow; I said this was fine. He said he will send Housekeeping to clean up the mess in the bathroom and Housekeeping only came after I made a call again in 30 minutes. I then realised housekeeping had left us a baby-cot for my son who is 9 years old (not 9 months). I phoned again and, of course, there were no extra bed available but housekeeping would bring us some linen and make up the couch, which they did.

At 8pm there was a knock on the door of our room. Evidently, housekeeping had found an extra bed. I said it was too late and I told the houseman that he had disturbed my son who was sleeping.

On Saturday, John Heapsgood was the Manager on Duty (he is wonderful) and he moved us promptly to a Harbour room and we had a great night on Saturday.

Checkout Sunday was another embarrassing moment. The bill contained a charge for a baby cot (\$30) and three beverages (\$20). I argued about the cot and the charge was removed; the drinks were not!

By this stage my wife was sick with embarrassment. I think it would be very difficult to convince my wife to come back to your hotel after these events and I will keep my stays to weekdays only.

I would be happy to come and see you about this matter at any time as my offices are only 3 streets away from the Sweet Suites.

Please feel free to contact me on the number below.

Yours sincerely,
Thomas Cohen QC

Analyse, evaluate and answer the questions below based on the complaint letter from Mr. Cohen.

- a. Evaluate the dimension of service quality based on the complaint letter above and propose the ideal scenario based on service quality dimension (20 marks)
- b. The customer gap is the difference between customer expectations and customer perceptions. Customer expectation is what the customer expects according to available resources and is influenced by cultural background, family lifestyle, personality, demographics, advertising, experience with similar products and information available online. Evaluate the **FIVE (5)** service gaps and propose the recommendation to close the gap based on Mr. Cohen's complaint letter (20 marks)
- c. Propose **FIVE (5)** actions that you can think of to prevent this kind of complaint reoccurring at The Sweet Suites in the future (you must be specific about the action and what it will prevent or encourage) (10 marks)

ECHO RESTAURANT

Kuala Lumpur

Echo restaurant is an award-winning uptown homage to classic Italian cuisine and one of Kuala Lumpur's most prolific eateries. The two-storey dining space within The Kuala Lumpur offers sophisticated takes on culinary favourites, with the clubby dining room featuring plenty of old world charm. Its décor of polished dark wood tables, backsplash tiles on the open kitchen counters, stained glass ceiling lamps and chrome and glass fixtures creates an instantly modern and cosy feel. Besides the food, we love the fact that ever so smartly dressed servers are extremely efficient, ensuring diners' requests are catered to in a flash. Another plus point is this casual resto bar has more than reasonable prices - a surprising fact given its location along Jalan Bukit Bintang, and the high quality ingredients used in each dish.

When it comes to the food, the menu at Echo restaurant provides multiple opportunities for a memorable meal, best experienced when shared between two or more. Standouts include handmade pastas like cappelletti di pollo ai funghi , fat but delicate ravioli filled with tender chicken chunks, sitting on a bed of rich mushroom cream sauce. Another great pasta dish that will not last long on the middle of the table is the pitch-perfect risotto ai funghi selvatici e parmigiano, risotto with a velvety sauce of wild mushrooms and parmesan cheese. While the kitchen certainly puts out creative concoctions (like wood fired Echo pizza, with barbecued lobster, red onion jam and olive toppings), its real showstoppers are its comfort food options. For example, pollo allo spiedo con tartufo asparagi e patate , truffle roasted chicken with crisp, crackling skin accompanied by crunchy sharp asparagus and roasted potato bathed in pan drippings.

At the end of your meal at Echo restaurant, you might be tempted to skip dessert, but we recommend you reserve tummy space for the restaurant's suitably encyclopaedic selections. Our favourite is the crème Brule al pistachio con mousse al cafe, pistachio custard that is light and creamy, with perfectly crunchy caramelized sugar and fluffy espresso mousse topping it. Another good option for a sweetly satisfying end to the meal is zuccotto al cioccolato, a chocolate mud pie that is rich and yet airy, and tiramisu tradizionale, mascarpone trifle with the right amount of espresso and brandy.

Echo restaurant is always busy everyday preparing food for more than 500 guests/night. In the afternoon however, they have cafeteria concept buffet line to anticipate their guest's needs. Below are their activities and their average time of serving per activities in seconds.

No	Activity	Average Time, sec
1.	Serve Salad	10
2.	Pour drinks	30
3.	Serve entrée	60
4.	Serve vegetables	20
5.	Serve Dessert	10
6.	Tally and collect payment	40

- a. Discuss **FIVE (5)** elements of service package at Echo Restaurant (10 marks)

- b. Based on the table of activity and average time, draw a process flow diagram and explain details of the diagram. Highlight the capacity per hours as well as the potential bottle neck activity. (10 marks)

- c. Recommend a process flow diagram to improve the balance for the activity process in Echo Restaurant Kuala Lumpur (15 marks)

- d. Propose and justify the recommended diagram of the process flow for the purpose of one occasion of the private event the guest increase to 1500 guest within 6 hours serving time. (15 marks)

END OF EXAM PAPER



Final Assessments / Examinations HONOUR AND AUTHENTICITY DECLARATION

This form must be completed, signed and dated and either attached or submitted electronically for each final examination you take, including those taking place online or in your personal study time. You are advised to keep a copy of this form.

Student name	
Student ID number	
Programme	
Course code and title	
Final examination format	
Lecturer's name	
Date of submission	

PLEASE READ THE FOLLOWING STATEMENTS AND SIGN BELOW TO INDICATE THAT YOU HAVE SATISFIED THESE REQUIREMENTS.

1. I declare that this final examination is completely my own work, demonstrates my own abilities and knowledge and does not involve plagiarism or teamwork other than that authorised for this final examination.
2. More specifically, I declare that I have not contracted another person to do the work for me or allowed another person to edit and substantially change my work.
3. I have taken proper and reasonable care to prevent this work from being copied by another student.
4. I declare that my work for this final examination has not been submitted for assessment in any other course or programme within BERJAYA University College or elsewhere.
5. I am aware of and understand BERJAYA University College's plagiarism and academic dishonesty policies and that an infringement of this declaration leaves me subject to disciplinary actions and penalties.

Student signature _____

Date _____