

**FACULTY OF HOSPITALITY & TOURISM**

**SCHOOL OF HOSPITALITY**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_

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Course Code & Name : **HOS2124 Service Quality Management**  
Semester & Year : May -August 2022  
Lecturer/Examiner : Mr. Aidil Ikram  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (60 marks) : **FOUR (4) structured questions. Answer all the questions. Write your answers in the Answer Booklet provided.**  
PART B (40 marks) : **TWO (2) 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 = 4 (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.

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1. Measuring service quality is absolutely crucial. *SERVQUAL, Mystery Shopping, Post Service Rating, Follow-up Survey and Social Media Monitoring*, these are some of the **FIVE (5)** practical techniques and metrics used for measuring service quality. Discuss them with relevant examples.

(20 Marks)

2 . Demand management is the function of recognizing and managing all organizational demand for products and services. Discuss what are the demands with relevant examples.

(20 Marks)

3. Discuss with examples what is *Quality control check list* and how to *Perform Quality control*.

(10 Marks)

4. Define what is *social media* and *role of social media in customer service*. Discuss them with relevant examples.

(10 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.

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**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 restobar 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 brulee al pistachio con mousse al caffè, 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 tiramisù tradizionale, mascarpone trifle with the right amount of espresso and brandy.

Echo restaurant is always busy and every weekend preparing food for more than 500 guests. Below are their activities and their average time of serving per activities in seconds.

No	Activity	Average Time, sec
1.	Pour drinks	10
2.	Serving salad	30
3.	Serving soup	20
4.	Serving main course	60
5.	Serve Dessert	15
6.	Collect payment	30

- a. Draw a process flow diagram and explain details of the diagram. Highlight the capacity per hours as well as the potential bottle neck activity. (20 Marks)
  
- b. Recommend a process flow diagram to improve the service activity process in Echo restaurant. (20 Marks)

**END OF EXAM PAPER**