

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 : May -August 2023
Lecturer/Examiner : Mr. Aidil Ikram
Duration : 3 Hours

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.

1. The service organization establishes the environment for the service encounter. The interaction between customers and contact personnel occurs within the context of an organization's culture as well as its physical surroundings. Discuss both fundamentals with relevant examples. (20 Marks)

2. Define what is Productivity and Quality? Discuss with relevant examples (10 Marks)

3. How to improve quality in the Workplace? Discuss with appropriate examples. (10 Marks)

4. When outsourcing services there are three areas that need to be focused and considered. Discuss the **THREE (3)** areas when outsourcing for services. (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.

PAOLO RESTAURANT KUALA LUMPUR

One of Kuala Lumpur's busiest restaurants, Paolo Restaurant is an award-winning uptown ode to traditional Italian cuisine. The Kuala Lumpur's two-story dining area offers upscale renditions of culinary classics, and the clubby dining room is filled with plenty of old world charm. The polished dark wood tables, backsplash tiles on the open kitchen countertops, stained glass ceiling lamps, and chrome and glass fixtures all contribute to the space's modern yet warm atmosphere. In addition to the delicious food, we adore how quickly and efficiently the always-smartly-dressed servers attend to the needs of the guests. A unexpected truth given its location along Jalan Bukit Bintang and the outstanding quality of the food is that this casual restaurant and bar has more than fair costs, which is another benefit.

The Paolo restaurant's menu offers numerous options for a wonderful meal, which is best enjoyed when shared by two or more people. Handmade pastas like cappelletti di pollo ai funghi, which are loaded with succulent chicken bits and rest on a bed of rich mushroom cream sauce, stand out among the rest. The flawless risotto ai funghi selvatici e parmigiano, a risotto with a velvety sauce of wild mushrooms and parmesan cheese, is another fantastic pasta dish that won't stay on the middle of the table for very long. While the kitchen produces some inventive dishes (such wood-fired Paolo pizza with grilled lobster, red onion jam, and olive toppings), its comfort food selections are the real stars of the show. For instance, spidedo allo pollo con

You might be tempted to forgo dessert after your meal at Paolo restaurant, but we advise you to save room in your stomach for the restaurant's appropriately encyclopaedic selections. Our fave is crème brule al pistachio con mousse al caffe, a light and creamy pistachio custard with fluffy espresso mousse and wonderfully crunchy caramelised sugar on top. A rich yet light chocolate mud pie called zuccotto al cioccolato and tiramisu tradizionale, a mascarpone trifle with just the perfect amount of espresso and brandy, are both excellent choices for a wonderfully gratifying finale to the dinner.

Paolo restaurant is always busy and every weekend preparing food for more than 200 guests. Below are their activities and their average time of serving per activities in seconds.

No	Activity	Average Time, sec
1.	Serving 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 Mario restaurant. (20 marks)

END OF EXAM PAPER