



**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 : September-December 2019
Lecturer/Examiner : Ms. Dewi Pratomo
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. 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.**
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 has a very distinctive characteristics. In service, a distinction must be made between inputs and resources. For service inputs are customers themselves, and resources are the facilitating goods, employee labor, and capital at the command of the service manager. Discuss **FIVE(5)** characteristics of service with relevant examples. (15 marks)
2. The assessment of service quality is made during the service delivery process. Measuring the gap between expected and perceived service is a customer feedback routine process that is practiced by leading service companies. Discuss **FIVE (5)** gaps in service industry and give examples for each of the gaps (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. (15 marks)
4. Frances Frei describes five sources of customer-induced variability in service operations which are strategies of managing demand. Explain with examples **TWO (2)** out of the five sources of customer-induced variability in service operations (10 marks)

END OF PART A