

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 : September -December 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. 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. 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)

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

4. In most organizations understanding customers is the key to success, affirms that every customer comes with **FIVE (5)** basic needs. Discuss them with appropriate 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.

Epicurean Elegance

Nestled in the heart of the bustling city, where the rhythm of life is fast and relentless, there exists a sanctuary of culinary excellence—a fine dining establishment that transcends mere food and drink. Welcome to "Epicurean Elegance," a haven for those who seek not just sustenance, but an exquisite journey of the senses.

In a world where dining has often become hurried and mundane, Epicurean Elegance stands as an oasis of refined taste and timeless elegance. As you step through the intricately designed, mahogany double doors, you're transported into a realm where every detail has been meticulously curated to evoke a sense of opulence and sophistication. The restaurant's interior is a symphony of soft, muted tones, illuminated by the gentle glow of crystal chandeliers. Velvet-draped tables adorned with fresh flowers and delicate china awaits each guest, a testament to the commitment to perfection that defines this establishment.

But it's not just the decor that sets Epicurean Elegance apart; it's the culinary artistry that truly steals the show. Chef Laurent Deschamps, a maestro in the kitchen, crafts each dish with a blend of passion and precision that borders on alchemy. His menu is a tribute to the finest ingredients sourced from around the world, with a commitment to sustainability and seasonality that adds depth to every bite.

Start your evening with an amuse-bouche that tantalizes your taste buds, followed by a meticulously paired wine selected by the resident sommelier, Isabella Duval. Isabella's knowledge of wine is as expansive as her warm smile, and she'll guide you through a selection that perfectly complements your chosen courses.

As the evening progresses, each dish is presented with an artful flourish, a testament to the seamless collaboration between the front and back of the house. From the delicate lobster bisque to the perfectly seared Wagyu beef, every bite is an invitation to savour the moment. Epicurean Elegance isn't just a restaurant; it's an experience, a journey of flavours and sensations that lingers long after the final course. It's a place where celebrations become unforgettable, where stories are shared, and where moments are etched into the tapestry of your life.

So, whether you're celebrating a special occasion, conducting a discreet business meeting, or simply seeking solace in the world of fine dining, Epicurean Elegance invites you to embark on a gastronomic adventure unlike any other. Here, the finest ingredients, expert craftsmanship, and impeccable service converge to create a dining experience that is, in a word, epic.

Epicurean Elegance 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.	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 Epicurean Elegance. (20 Marks)

END OF EXAM PAPER