SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF HOSPITALITY AND TOURISM MANAGEMENT

UNIT CODE/NAME: BHT314: TOTAL QUALITY MANAGEMENT

January – April, 2019 End Semester Exam – Time: 2 Hours

INSTRUCTIONS: Answer Question ONE and any other TWO questions

QUESTION ONE

a) Explain the origins of the concept" Total quality management ?" **(3 marks)**

b) Define the following terms and concepts

i) Quality **(3 Marks)**

ii) Total Quality Management (T.Q.M.) **(3 Marks)**

III) Standards **(3 Marks)**

c) Juran (2005) identified ten(10) dimensions of quality : outline any four of such dimensions **(8 Marks)**

d) Outline the objectives and functions of international standards organization (ISO) **(10 Marks).**

QUESTION TWO

Describe the steps a manager of an enterprise or institution should follow to ensure effective quality planning **(15 Marks)**

QUESTION THREE

a) Explain the concept " Quality Costs" **(5 Marks)**

b) Conceptualize the quality model according to 14 Deming's Principles **(10 Marks)**

QUESTION FOUR

a) Explain the total quality model as outlined by Dale et al (1990) **(8 Marks)**

b) As a general manager of a Five star Hotel in Kenya, Analyze the main areas that you will focus on to ensure total quality standards are created and sustained **(7 Marks)**

QUESTION FIVE

a) Discuss five benefits of Total Quality Management (T.Q.M.) **(10 Marks)**

b) Evaluate the role of research in Total Quality Management (T.Q.M.) **(5 Marks)**