



MURANG'A UNIVERSITY OF TECHNOLOGY
SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT
DEPARTMENT OF HOSPITALITY, TRAVEL AND TOURISM

TVET EXAMINATION

2023/2024 ACADEMIC YEAR

**SECOND YEAR SECOND SEMESTER EXAMINATION FOR DIPLOMA IN
HOSPITALITY MANAGEMENT**

**TO-OS-TM-CR-07-6 – TOURS AND TRAVEL PRODUCT QUALITY
MANAGEMENT**

DURATION: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Answer question one and any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (30 MARKS)

- a) Define quality and quality control systems. (4 marks)
- b) Name the tourism body in Kenya which sets quality standards in tourism. (2 marks)
- c) What is benchmarking (2 marks)
- d) Define the term customer profile. (2 marks)
- e) Explain what is meant by ancillary services. (2 marks)
- f) State four aspects considered in behavioural profiling. (4 marks)
- g) Outline four components of psychographic customer profiling. (4 marks)
- h) State four equipment that must be installed in a tour land cruiser or van. (4 marks)
- i) Outline four suppliers in the tourism sector. (4 marks)
- j) Enumerate four marketing and advertising standards provided by the Tourism Regulatory Authority. (4 marks)
- k) Outline four characteristics of tourism products. (4 marks)
- l) State four types of benchmarking. (4 marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

Explain any 10 product quality control systems. (20 marks)

QUESTION THREE (20 MARKS)

- a) Describe four types of customer profiles. (8 marks)
- b) Explain six standards of tour guides as approved by TRA. (12 marks)

QUESTION FOUR (20 MARKS)

- a) Explain five standards that should be enacted while running a tour operator as provided by TRA standards. (10 marks)
- b) Describe five benefits of improving the quality of tourism products and services. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Describe five aspects where quality services can be improved in an organization. (10 marks)
- b) Explain five feedback gathering mechanisms in a tour firm. (10 marks)