

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF HOTEL MANAGEMENT & CATERING
TECHNOLOGY (BHMCT)
EXAMINATION: DECEMBER – 2022
SEVENTH SEMESTER

Subject : - Service Quality Management (BHM19-026715)

Date: 09/12/2022

Total Marks: 60

Time: 10.00 am to 12.30 pm

Instructions: 1) Each question carries 10 marks.
2). Attempt any 06 questions.

- Q. 1.** Explain the following (05)
a) TQM (05)
b) Re-engineering
- Q. 2.** a) Explain the concept of process benchmarking (05)
b) Write a short note on cost of quality. (05)
- Q. 3.** List and explain any 10 principles of Demings. (10)
- Q. 4.** Explain 5S in detail with examples. (10)
- Q. 5.** a) List and explain any 5 concepts of TQM. (05)
b) What is the importance of service sector and quality with respect to Japan. (05)
- Q. 6.** a) Explain any 2 key phases in quality movement. (05)
b) What are types of defect? Explain. (05)
- Q. 7.** Explain customer retention tactics in detail. (10)
- Q. 8.** Explain Servqual model with its dimensions. (10)
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