



Hotel Studies Department

Academic Year 2014-2015

Final Exam in Hospitality Quality Management

Date 26/05/2015

Total Time: Two Hour

Part One

(Marks 30)

Please answer ALL the following questions.

1-Differentiate among the following terms "Total Quality", "Quality Control", and "Quality Assurance". (12 Marks)

2- Discuss in detail FOUR of the 7 key factors that would influence the future of quality in modern business organizations? (12 Marks)

3- List the total quality practice areas that are generic to any organizations. (6 Marks)

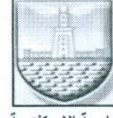
*****End of Questions*****

Best wishes

Dr. Ashraf Tag-Eldeen



كلية السياحة والفنادق



جامعة الإسكندرية

التاريخ: ٢٠١٥/٥/٢٦
الزمن: ساعتان

الفرقة الرابعة
الدراسات الفندقية
امتحان: إدارة الجودة الفندقية

العام الجامعي: (٢٠١٥/٢٠١٤)
الفصل الدراسي: الثاني

Part two

Q١: Write a short note for the following:

(١٦ marks)

١. Costs of benchmarking
٢. The perspectives of Balanced Scorecard
٣. E-CRM
٤. The ladder of loyalty
٥. Traits of a successful leader

Q٢: Match column (A) with column (B)

(٧ marks)

Column (A)	Column (B)
١. Strategic benchmarking	A. Leading edge
٢. Competitive benchmarking	B. Improvement in key process
٣. External benchmarking	C. Real innovation and best practices
٤. International benchmarking	D. performance characteristics
٥. Process benchmarking	E. Realign business strategies
٦. Functional benchmarking	F. Innovation and dramatic improvement
٧. Internal benchmarking	G. To achieve world-class status

Q٣: Put (✓) or (✗) accordingly: (٧ marks)

١. Transactional functions include activities such as monitoring performance, coordinating and searching and fostering talent.
٢. Benchmarking is a hard process that needs a lot of commitment to succeed
٣. Balanced scorecard is a measurement system enables organizations to measure their vision.
٤. Demographic characteristics, technological developments and Social and political pressures are external forces for change.
٥. The balanced scorecard system suggests that we view organization from three perspectives.
٦. Customer relationship management aims to discover new customers and increase customer revenue
٧. Customer relationship management can be defined as offering a roadmap to acquiring, developing and retaining the most valuable customers.

مع أطيب الأمنيات بالتوفيق

د. محمد كمال