

Understanding the Concept of Quality

ASSESSMENT # 7

Total Marks: 30

1. Give short answers to the following questions. (15)
 - i. Define the term 'quality.'
 - ii. What is the difference between 'tangible' and 'intangible' elements of service quality?
 - iii. How is hospitality service quality different from retail service quality?
 - iv. What are the five dimensions of service according to the SERVQUAL System of Quality?
 - v. What is 'Total Quality Management?'

2. Discuss in detail the quality advisors' visit report and the areas it covers. (15)