

- 1.** Give short answers for 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 the 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 details the quality advisors' visit report and the areas it covers. (15)