



MQRS Essential Activity: Topic 5		
Student Name & Nr:	44	16

Read through the scenario below and answer the questions to follow:

Kevin is the manager of a 4-star Guesthouse in Rondebosch, Cape Town. The guesthouse is within walking distance of the University of Cape Town and most of their guests are parents of students attending the University. There are 15 rooms available at the guesthouse, and a small dining area that only caters for breakfast (included in the fee).

Recently Kevin has noticed a significant increase in guest complaints. He therefore decided to compile a list of the most important complaints he has to attend to:

- *Unfriendly and unhelpful staff*
- *Outdated / impractical rooms*
- *No dining facilities for lunch /dinner*
- *Long check-in procedures*
- *Phone often engaged or not answered*

1. Briefly explain the eight (8) principles of 'Total Quality Management' and advise Kevin on how they could improve on TQM at the guesthouse. (32)
2. Briefly explain the 'PDCA Cycle' and demonstrate to Kevin how he could use this cycle to ensure continuous incremental improvement in terms of customer service delivery and customer satisfaction. (12)
3. Repeat business is imperative to ensure positive growth for the guesthouse. Explain what the acronym C.A.R.E stands for and how Kevin should use this concept to his benefit. (12)
4. Suggest two (2) types of training programs Kevin should consider for improved service delivery. (4)

Submission date:	
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