



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT
(DHIM M13)

BHC 2209: CUSTOMER CARE

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: MARCH 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.
- *This paper consists of Two printed pages.*

SECTION A (Compulsory) 30 Marks

QUESTION 1

- a) Differentiate between:
i) Material service and
ii) Personal service (6 marks)
- b) Explain **FIVE** qualities managers should have that ensure a good environment for customer service. (10 marks)
- c) Explain how best to use the telephone to communicate effectively. (14 marks)

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

Explain **TEN** factors that defines excellent customer services. **(20 marks)**

QUESTION 3

- a) Describe **FIVE** factors that can be said to highlight what customers want. (10 marks)
- b) The employees are an integral part of the business to satisfy the external customers. Describe how best to ensure that the employee is ready and focused to serve the external customer. (10 marks)

QUESTION 4

Excellent face to face communication is a must for an efficient customer service. Discuss. **(20 marks)**

QUESTION 5

- a) Outline and describe the steps to handling customer complaints. (10 marks)
- b) Negotiation is an excellent skill to teach staff to enable them to sell and interact with a customer. Outline and explain the steps to good negotiation. (10 marks)