



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

CERTIFICATE IN CATERING AND ACCOMMODATION MANAGEMENT
(CCA M14)

BHC 1204: CUSTOMER CARE

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JUNE/JULY 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) What is the importance of a customer care? **(10 marks)**
- b) Explain **FOUR** fundamental principles of an excellent customer care. **(10 marks)**

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

Explain **FOUR** crucial elements involved in delivering quality customer care. **(20 marks)**

QUESTION 3

Who are your customers. Discuss. **(20 marks)**

QUESTION 4

Describe the products and services that you are providing to your customers. **(20 marks)**

QUESTION 5

Explain **THREE** different skills in which you communicate to your customers. **(20 marks)**