



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

CERTIFICATE IN CATERING AND ACCOMMODATION MANAGEMENT
(CCA M14)

BHC 1204: CUSTOMER CARE

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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) Define the following terms;
- i) Communication (2 ½ marks)
 - ii) Rapport (2½ marks)
 - iii) Active listening (2 ½ marks)
 - iv) Kaizen (2 ½ marks)
- b) Explain **FIVE** rules of active listening. (10 marks)
- c) Describe characteristics about written communication. (10 marks)

SECTION B (Answer any **TWO** questions) 40 Marks

QUESTION 2

Describe at least **TEN** golden rules for handling complains from the customers. (20 marks)

QUESTION 3

By the use of information Technology give the major impact on the service offered to the customer. (20 marks)

QUESTION 4

Explain the **FIVE** types of systems, and procedures used in organization. (20 marks)

QUESTION 5

Explain **THREE** key ingredients that would make continuous improvement to the customers. (20 marks)