



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT
(DHIM J14, S13)

BMG 2209: 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) Explain the importance of both internal and external communication in tourism industry. **(10 marks)**
- b) Describe the barriers that hinder effective communication in the hospitality and tourism industry. **(10 marks)**
- c) Describe the symptoms or signs of communication breakdown in a hotel. **(10 marks)**

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

- a) “Leadership is a process by which an executive directs, guides and influences the work of others”.
What are the important qualities of a leader in a hotel. **(10 marks)**
- b) Outline the responsibilities of Guest Relations Managers/Officer in the hospitality industry. **(10 marks)**

QUESTION 3

- a) Broadly explain the characteristics of services offered in the tourism industry. **(10 marks)**
- b) Monitoring customers’ feedback helps the hospitality industry provide more effective customer care.
Describe the methods that can be used to measure customer care. **(10 marks)**

QUESTION 4

- a) Explain the importance of E-service in the hospitality and tourism industry. **(10 marks)**
- b) Describe the key procedures to follow when looking after a guest who has a problem or who wishes to make a complaint. **(10 marks)**

QUESTION 5

- a) Describe factors affecting the quality of services provided in the hospitality industry. **(10 marks)**
- b) What are the skills needed by a Guest Relations Officer in the Hospitality & Tourism industry. **(10 marks)**