



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF HOSPITALITY & TOURISM

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

**BMG 2209: 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) Describe the customer service provided to both external and internal customers and the benefits of excellent customer service. **(10 marks)**
- b) The phrase “The customer is always right” was originally coined by Harry Gordon selfridge, the founder of selfridge’s department store in London in 1909, and is typically used by business to convince customers that they will get service at this company and also convince employees to give customers good service. Give **FIVE** reasons why “The customer is always right” is wrong. **(10 marks)**
- c) Outline the standard of customer care expected when visiting a restaurant for the first time. **(10 marks)**

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

### QUESTION 2

- a) Describe the factors that influence desired service in the Hospitality and Tourism industry. **(10 marks)**
- b) Explain the trends influencing the hospitality industry. **(10 marks)**

### QUESTION 3

Describe the **EIGHT** “Ps” of the customer care mix-the service offering. **(20 marks)**

### QUESTION 4

- a) Describe any **FIVE** principles of good internal complaint handling. **(10 marks)**
- b) Discuss the ISO principle for complaint handling in customer care. **(10 marks)**

### QUESTION 5

- a) Front office staff must possess the correct skills for dealing with guest problems. Discuss. **(10 marks)**
- b) Explain the guidelines which should be followed when dealing with a guest problem. **(10 marks)**