



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF TECHNOLOGY IN HOTEL & HOSPITALITY MANAGEMENT

BHH 4106: CUSTOMER CARE & GUEST RELATIONS

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

Customer needs: In order to satisfy customers and gain repeat business, it is essential that Morrisons satisfies their customer's needs. Morrisons do this by providing the best customer service possible and offering customers with their wants and needs. By providing the best services for customers will align to a high profits and a well-known and liked business for Morrisons. This will gain customer loyalty and ensure that they shop repeatedly at Morrisons.

- a) Discuss ways of identifying customer needs. **(10 marks)**
- b) As a consultant, identify and explain customer care strategies on the different customer's needs you will recommend to Morrisons.

SECTION B (Answer any TWO questions)

QUESTION 2

- a) How do you define customer service? What does good customer service entail? **(10 marks)**
- b) Discuss some strategies (steps) you may recommend to winning new customers. **(10 marks)**

QUESTION 3

- a) With relevant examples, explain the “Golden Rules” of dealing with customer complaint. **(12 marks)**
- b) What are some steps to help regain control of a conversation with a talkative customer without causing offense. **(8 marks)**

QUESTION 4

What are some of the things that irritate people when dealing with customer service department?

- a) On the telephone
- b) Face to face
- c) Repairs and refunds **(20 marks)**

QUESTION 5

Identify and discuss with relevant examples, behaviours associated with hospitality industry that service personnel are expected to have. **(20 marks)**