



TECHNICAL UNIVERSITY OF MOMBASA
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM
UNIVERSITY EXAMINATION FOR DIPLOMA IN:
HOTEL AND INSTITUTIONAL MANAGEMENT (DHIMJ15)
BHC 2209: CUSTOMER CARE
END OF SEMESTER EXAMINATION

SERIES: MAY 2016

TIME: 2 HOURS

DATE: Pick Date May 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt Choose instruction.

Do not write on the question paper.

SECTION A (Answer ALL the questions)

30 POINTS

1. (a) Define the following terms
 - (i) Rapport
 - (ii) Communication
 - (iii) Customer care
 - (iv) Check out tills **(10 marks)**

- (b) Explain four factors that refer to as Active listening to your customer **(10marks)**

- (c) Explain five reasons why organizations lose their customers **(10marks)**

SECTION B Answer any TWO from this section. (20marks each)

2. Describe strategies one would use to build relationship **(20marks)**

3. (a) Explain the importance of face to face communication to your customers.

(10marks)

(b) Briefly explain the effectiveness of the telephone communication to a customer.

(10marks)

4. Explain ten factors to consider when using the written type of communication to your customers.

(20marks)

5. Explain the impact of information technology on the quality of customer service.

(20marks)