



**TECHNICAL UNIVERSITY OF MOMBASA**

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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)**