



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

UNIVERSITY EXAMINATION FOR:

BACHELOR OF TECHNOLOGY IN HOTEL AND HOSPITALITY
MANAGEMENT()

BHH 4106: CUSTOMER CARE & GUEST RELATIONS

SPECIAL SUPPLEMENTARY EXAMINATION

SERIES: SERIES: SEPT. 2017

TIME: 2 HOURS

DATE SEPT. 2017

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 question ONE (Compulsory) and any other TWO questions

This paper consists of TWO printed pages

Do not write on the question paper.

Mobile phones NOT allowed inside the examination room

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Discuss the 7Cs principles of communication (7 marks)
- b) Explain FIVE factors that enhance good interpersonal relationship in hospitality industry (10 marks)
- c) Explain the meaning of :
 - i) Quality service
 - ii) Customer care (3marks)

d) Discuss three benefits of customer satisfaction (6marks)

e) Identify TWO barriers to customer feedback (4marks)

QUESTION TWO

a) Explain FIVE advantages of good hospitality in an organization (10marks)

b) Discuss FIVE factors that should be ascertained for effective communication (10marks)

QUESTION THREE

“ Customer care requires proper knowledge of the product and service offered by the organization.” Discuss (20marks)

QUESTION FOUR

Behavior is influenced by our culture and attitudes. Discuss this in relation to body language and tone of voice. (20marks)

QUESTION FIVE

a. Explain FIVE advantages of teamwork in hospitality industry (10marks)

b. Discuss FIVE forms of prejudice in hospitality industry (10marks)

