



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

**UNIVERSITY EXAMINATION FOR THE:**

**DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT (DHIM S15)**

**BHC 2209: CUSTOMER CARE**

**END OF SEMESTER EXAMINATION**

**SERIES: DECEMBER 2016**

**TIME: 2 HOURS**

**DATE: Pick Date DECEMBER 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.**

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## **SECTION A (Answer all the questions)**

**30 POINTS**

### **QUESTION ONE**

- I. As a manager in a busy hospitality establishment, discuss the strategies you will put in place to ensure delivery of excellent customer. (20 marks)
- II. evaluate the advantages of telephone communication over other forms of communication (10 marks)

## **SECTION B (Answer only TWO questions)**

### **QUESTION TWO**

Discuss the three elements that influence the efficiency of face to face communication in a business environment

(20 marks)

### **QUESTION THREE**

Discuss the elements that describe good customer service (20 marks)

### **QUESTION FOUR**

Explain the benefits of customer retention and loyalty (20 marks)

### **QUESTION FIVE**

**Describe the characteristics of a customer friendly website**

(20 Marks)

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