



TECHNICAL UNIVERSITY OF MOMBASA

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.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- I. Discuss the importance of delivering excellent customer service to clients (20 marks)
- II. Evaluate the benefits of dealing with customer face to face as opposed to other forms of communication. (10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- i. Describe the following categories of communicators;
 - I. People-oriented communicators
 - II. Business oriented communicators
 - III. Technically oriented communicators (12 marks)
- ii) Outline any eight characteristics of a professional customer care staff (8 marks)

QUESTION THREE

Explain the various methods that an organization can use to gather customer information (20 marks)

QUESTION FOUR

Explain the various types of customer services that a hotel can offer online (20 marks)

QUESTION FIVE

Explain the steps that one should follow when handling customer complaints

(20 Marks)