



**TECHNICAL UNIVERSITY OF MOMBASA**

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM

**UNIVERSITY EXAMINATION FOR:**

**CERTIFICATE IN CATERING AND ACCOMMODATION**

**BHC 1204: 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.**

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**SECTION A (Answer ALL the questions)**

**30 POINTS**

1. a) Describe four crucial elements involved in delivering quality customer care.

**(10marks)**

- (b) Explain some of the products and services that you would provide to your customers.

**(10marks)**

- (c) Explain at least five reasons for an organization maintaining their customers.

**(10marks)**

**SECTION B Answer any TWO from this section**

2. Describe four fundamental principles that are based on excellent customer care.

**(20marks)**

3. When writing letters or memos to your customers you have the opportunity to plan the communication.

Explain the five C's to be remembered in your communication.

**(20marks)**

4. Explain the importance of customer care to your organization.

**(20marks)**

5. Explain the impact of information technology and the quality of customers services.

**(20marks)**