



**TECHNICAL UNIVERSITY OF MOMBASA**

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**

**DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT**

**UNIVERSITY EXAMINATION FOR THE:**

**DIPLOMA IN CATERING AND ACCOMMODATION MANAGEMENT**

**(DCAMS18)**

**HHC 2204: CUSTOMER CARE & GUEST RELATIONS**

**END OF SEMESTER EXAMINATION**

**SERIES: AUG 2019**

**TIME: 2 HOURS**

**DATE: Pick Date Aug 2019**

**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**

Q1a) Explain FIVE benefits of good customer care in hospitality industry. 5mks

b) Explain FIVE barriers to effective communication 5mks

C) Explain the meaning of the following terms: -

i) Customer care

ii) Hospitality

iii) Communication

iv) Quality Service

v) Organizational culture 10mks

d) Explain FIVE qualities of a good customer care personnel

10mks

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

### **QUESTION TWO**

a) Discuss FIVE causes of customer's dissatisfaction in a hotel

10mks

b) Explain how negative expression of body language can affect the customers experience

10mks

### **QUESTION THREE**

a) Explain FIVE advantages of teamwork in hospitality industry

10mks

b) Elaborate on Five ways in which proper knowledge of the product and service offered by the organization enhances good customer care.

10mks

### **QUESTION FOUR**

c) Enumerate Five strategies a manager would put in place to win customers from competitors

10mks

b) Explain FIVE factors that strain interpersonal relationship in work environment

10mks

### **QUESTION FIVE**

a) Explain Five guest relation techniques used in the hotel industry.

10mks

b) Explain Five characteristics of service

10mks