



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: AUGUST 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.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Elaborate on Five attributes associated with excellent customer care staff in hospitality industry 10mks
- b) Explain FIVE factors that enhance good interpersonal relationship in hospitality industry 10mks
- c) Explain the meaning of:
 - i) Quality service
 - ii) Customer care
 - iii) Hospitality 6mks
- d) Identify TWO barriers to customer feedback 4mk

SECTION B (Answer only TWO questions)

QUESTION TWO

- c) Enumerate Five strategies a manager would put in place to win customers from competitors 10mks
- d) Explain FIVE factors that strain interpersonal relationship in work environment 10mks

QUESTION THREE

- Q1a) Explain FIVE benefits of good customer care in hospitality industry. 10 mks
- b) Explain FIVE barriers to effective communication 10mks

QUESTION FOUR

- Explain the procedure for handling customer complaints 20mk

QUESTION FIVE

- a) Explain 5 Cs principles of communication 10mks
- b) Elaborate on Five ways in which proper knowledge of the product and service offered by the organization enhances good customer care. 10mks